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ABSTRACT

This report of American families who have children under 13 years old focused on how parents are coping with the problems of raising their children in a period of rapid social change. The exploratory phase of the study included focused group discussions with parents from widely varying backgrounds, interviews conducted with professionals, consultation with an advisory panel and a review of the literature. A national probability sample of 1,230 households was selected for the administration of questionnaires to parents and children between 6 and 12 years old. Sex, age of respondent; income, education, family status and number of children were major demographic variables. The document includes a discussion of families in terms of traditional and less traditional families, transmission of values, new concepts of parenting, and the children. Details from the parent questionnaires includes sections on who the parents are, economic outlook, parenting, values, sex roles, problems, discipline and rewards, parents' attitudes on important issues, and where parents seek advice. Details on the responses to the children's questionnaire include sections on children's views of their world, problems and concerns, what children like about their parents, minority children, children in one-parent households, the children of working mothers, children and economic status and future dreams. (MS)

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THE GENERAL MILLS AMERICAN FAMILY REPORT 1976-77

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
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Raising Children In *A* Changing Society

Conducted by: Yankelovich, Skelly and White, Inc.

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"... I join in the hope that when my time as your President has ended, people might say this about our nation:

"... That we had strengthened the American family, which is the basis of our society ..."

President Jimmy Carter in his
Inaugural Speech, January 20, 1977

FOREWORD

It is a traditional belief at General Mills that our responsibility to communities and consumers extends well beyond the guarantee of quality and value in our products. To implement this belief, we maintain a Consumer Center whose functions are to identify concerns of consumers and to develop services and materials to help meet their needs. This Report on the American Family is one important way in which the Center acts to fulfill our corporate responsibilities.

E. Robert Kinney

E. Robert Kinney
Chairman of the Board
General Mills, Inc.

The American Family Report on **Raising Children in a Changing Society** concerns a timely subject of major importance. It is based on the second such study of American families and their concerns to be commissioned by General Mills Consumer Center in accordance with our corporate commitment to the well-being of the nation's consumers. The first Report, published in 1975, concerned The American Family and Money in a period of economic stress. It resulted in a series of regional family forums, publications and consumer programs designed to help families solve these problems. It is our hope that the findings detailed in this second Report will be of value to members of American families, to educators, social scientists, religious institutions and to government.

Mercedes A. Bates

Mercedes A. Bates
Vice President
Director of Consumer Center
General Mills, Inc.

INTRODUCTION

This is a report about the 23 million American families with children under 13 years of age—and of how parents are coping with the problems of raising their children in a period of rapid social change.

The focus of the study is the family unit:

- *The Parents:* Fathers and mothers and their views, values, satisfactions, concerns and outlooks on raising their children.
- *Their Children:* Boys and girls between the ages of six and twelve, speaking for all the younger children in the family, on their views, values and feelings about themselves, their parents and their own immediate world.

The background of the study is today's social environment marked by changing life-styles, reexamination of many of the traditional values by which parents for many years have raised their children, and the development of a new set of values with emphasis on greater sexual freedom, self-fulfillment, the blurring of male-female roles, less conformity and more openness and frankness.

Conducted by Yankelovich, Skelly and White, Inc., this study is the second in a series of research reports on the American Family sponsored by the Consumer Center of General Mills, Inc.

The study itself was conducted in three stages: an intensive exploratory phase based on eight focus-group discussions in different areas of the country with both parents and children, in-depth interviews with nearly 100 experts who deal with the American Family from a diversity of perspectives and a final quantitative phase.

The results of this report are based on a national probability sample of 1,230 families and a total of 2,102 interviews including 403 interviews with the other parent in the same household and 469 interviews with children between the ages of six and twelve in the households surveyed.

The study is designed to provide understanding, insight and statistically reliable information on many aspects of parent-child relationships including discipline, health, money, nutrition, the roles of television and advertising, schools and education, the impact of working mothers and the transmission of values from parent to child.

The major topics covered with the parents included:

Profiles of the parents
Outlooks
Satisfactions
Attitudes toward parenting
Values
Sex roles
Problems and concerns
Issues
Discipline
Communicating with children
Handling of problems
Need for advice
Confidence in individuals and institutions dealing with families and children

Among the topics covered with the children:

Satisfactions and dissatisfactions
Sources of arguments
Ease of communication
Sense of what parents require of them
Views on parenting
Intrafamily relationships

In analyzing the results of the study, we have evaluated them independently for the parents, the children and the family unit.

The Advisory Panel

To gain counsel in designing our research questionnaire, and to assure that the study would serve the needs of the professional community, we consulted, in addition to nearly 100 other experts, with a special Advisory Panel:

Dr. Louise Bates Ames – Co-Director, Gesell Institute of Child Development

Judge Lindsay Arthur – Juvenile Center, Minneapolis, Minnesota

Dr. Urie Bronfenbrenner – Professor of Human Development and Family Studies, Cornell University

Mrs. Joan Ganz Cooney – President, Children's Television Workshop

Dr. John Davis – President, Macalester College

Dr. Anna Grant – Director, Black Family Life Project, Morehouse College

Mr. Fred M. Hechinger – Editorial Board, The New York Times

Dr. Merritt Low – Immediate Past President, American Academy of Pediatrics

Mrs. Whitney M. Young, Jr. – Chairman of the Board, Whitney M. Young, Jr. Memorial Foundation

We would like to express special appreciation to the members of the Panel for their advice and guidance – and to add a special note of thanks to Mrs. Young and Mr. Hechinger who contributed to the first as well as to this second study of the American Family.

Daniel Yankelovich

Daniel Yankelovich, President

Ruth Clark

Ruth Clark, Senior Vice President

Greg Martire

Greg Martire, Senior Research Associate

Yankelovich, Skelly and White, Inc.

Members of the Advisory Panel and the experts interviewed in the initial phase of this research set the stage for the study by identifying what they considered to be the major trends and problems in family relationships and child raising in our society. Nearly all agreed that being a parent today is vastly different from what it has been in the past.

These experts, including members of the Advisory Panel, represented a broad spectrum of disciplines, experiences and viewpoints. Among the diverse fields represented were psychology, psychiatry, sociology, anthropology, medicine, law, the arts, the media, social work, child development, publishing, government agencies, nutrition and diet, child care practitioners and leaders of parent, voluntary and activist organizations.

Here are the major themes recommended by the experts as operating hypotheses for this study.

Uncertainties Produced by Changes in Values

Widely agreed upon was the belief that rapidly changing values in our society are creating a vacuum in the lives of both parents and children, bringing uncertainties and doubts.

> "...We no longer have clear, sharp standards of appropriate and proper values. So it is difficult to establish clear values for children. Different parents cope with this in different ways—some are very much for relativism and some go back to traditional values..."
>
> *Dr. Leon Yarrow*
> Chief, Social and Behavioral Sciences Branch, National Institute of Child Health and Human Development

> "...The general disappearance of widely agreed upon standards and values is extremely dangerous to secure family life. It sets everyone adrift. Children have the least capacity to fashion their own rules."
>
> *Mr. Fred Hechinger*
> Editorial Board, The New York Times

> "The major difficulties in raising children today are the conflict of values and uncertainties about the future."
>
> *Dr. John Davis*
> President, Macalester College

> "...The value problem is essentially that many people don't have any values and therefore have none to hand on to their children. The heart of the matter is that children need to see that adults do have value systems so that the children eventually can develop their own. In my opinion, however, it is the concept of a value system that should be passed on rather than the values themselves."
>
> *Dr. Merritt Low*
> Immediate Past President, American Academy of Pediatrics

Increasing Self-Orientation

Another major theme of the interviews with experts is the view that parents are increasingly self-oriented. For example, they are unwilling to maintain an unhappy marriage for the sake of their children and appear to be less willing to make sacrifices for their families. Also, they are more likely to be involved in a wide range of outside activities and consequently have less time for their children.

> "Many of the younger parents aren't taking their responsibilities as parents too seriously . . . and we psychologists have been responsible for this to a certain degree, with our stress on self-actualization and realizing one's potential. This business of 'doing your own thing' is very inimical to the notion of commitment to a child."
>
> *Dr. Urie Bronfenbrenner*
> Professor of Human
> Development and Family
> Studies, Cornell University

> "There are many pressures on the family. The emphasis in society is on the individual as opposed to the family unit."
>
> *Dr. Bettye Caldwell*
> Director, Center for Child
> Development and Education,
> University of Arkansas

> "The major difficulty facing the family today is the absence of any communal cultural values which give direction for parents."
>
> *Dr. Dayton Hultgren*
> President, United Theological
> Seminary

> "Parents have abandoned their responsibilities to the children for their own pursuits. Openness and freedom. I see it as rudeness and irresponsibility. Parents blame the schools. I am convinced that in the final analysis, parents have to look to themselves. Somehow we have to find a middle ground where children can be respectful and responsible.
>
> ". . . Also marriage is not as stable as it was. Parents get caught up in that and are less willing to work things out. This creates an uncertainty and insecurity in their children's lives."
>
> *Dr. Anna Grant*
> Director, Black Family Life
> Project, Morehouse College

The experts agree that the family as an institution is facing many old and new challenges. However, they are divided on the question of how well the family is meeting them. Some, like Dr. Bronfenbrenner, point to rising divorce rates as a symbol of the deterioration of the family. Others feel that the family is managing to cope with the changing times.

> "Our society does not treat families very well – it's been a downhill ride since World War II, and it's been showing up in what's been happening inside families. It is most obvious that the family is breaking down, and this is common knowledge, although I don't think that people realize the extent to which this breakdown has occurred. It is probably one of the most radical changes in a basic institution in our society to have happened outside a time of national crisis."

Dr. Urie Bronfenbrenner
Professor of Human
Development and Family
Studies, Cornell University

> "I'm aware of voices of doom saying that the family is falling apart, but some families did, are now and always will fall apart. Most people bring up kids as well as they can."

Dr. Yehudi Cohen
Professor of Anthropology,
Rutgers University

> "I'm very optimistic about the job parents are doing today – they are doing a very good job. They are putting a great deal into child rearing."

Dr. Louise Bates Ames
Co-Director, Gesell Institute of
Child Development

Changes in the Social Environment

Along with value changes, the experts see many other related changes in the social environment which are creating family problems. For example, increasing geographic mobility is seen as diminishing extended family cohesion and resulting in the rootlessness and anonymity of contemporary life.

There is also widespread feeling that the quality of life, especially of urban life, has deteriorated as a result of higher crime rates, declining educational facilities and inadequate housing. This deteriorating social environment is a major concern of the family experts, especially in regard to the economically disadvantaged.

They point out that the disadvantaged are particularly affected by the disparity between their own situations and the aspirations created by exposure to television and other mass media. These heightened aspirations, the experts point out, have a negative influence on family life, since they often produce feelings of inadequacy.

> "... Families are presented every day with images of comfort of the affluent middle class ... this commercial propaganda frustrates families and makes them feel guilty."
>
> *Dr. Yehudi Cohen*
> Professor of Anthropology,
> Rutgers University, Author of
> *The Transition from Childhood*
> *to Adolescence*

> "Poor inner-city families have always had the most problems. The basics of survival have always been very difficult for them. But there are also many strengths in these families ... especially in the extended families that are often established around single parents."
>
> *Mrs. Whitney M. Young, Jr.*
> Whitney M. Young, Jr. Memorial
> Foundation

Laissez Faire Attitudes

The third major theme emerging from interviews with the experts is the increasingly laissez faire attitude of parents toward their children. There are two competing theories about this trend. Some experts view this laissez faire attitude as the result of less willingness on the part of parents to sacrifice their time and energy to direct and discipline their children. Others see the attitude as a result of changes in values, with parents less certain about what to do and therefore more likely to leave their children alone.

> "Parents today are not saying no to their children. They are not setting guidelines or rules. They persist in being pals with their children when children need and want rules."
>
> *Dr. Karen Hartenberger*
> Director of Children's Television
> Task Force, Federal Communications Commission

> "The failure to provide discipline and direction and the anxiety about guiding children have created terrible problems."
>
> *Mr. Verle L. Nicholson*
> Director of Information,
> President's Council on Physical
> Fitness and Sports

> "No one wants to deal with the child's problems because no one has the time."
>
> *Mrs. Becky Kajander*
> Pediatric Nurse Associate,
> Wayzata Children's Clinic

> ". . . I think that the times are very difficult but basically I don't think that child raising has changed that much. If anything, there's less fear of children than prevailed in the fifties — fear of injuring the psyche of the child . . . everyone is more balanced and sensible about it now. Also I certainly think there is a feeling that you can say 'no' to a child — even arbitrarily. After all, life is arbitrary.
>
> ". . . So I think generally that parents are trying these days — but it is so difficult because our values are changing and also children receive so much information at such an early age . . ."
>
> *Mrs. Joan Ganz Cooney*
> President, Children's Television
> Workshop

Now let us see how the parents and the children feel about these trends.

OVERVIEW AND SUMMARY

American families are divided between the belief in traditional and in new values but they are surprisingly united in their decision to pass on traditional values to their children.

This is the major theme of this study of American families and how they are raising their young children in a period of changing social values. The study documents and illuminates several dominant trends in child raising in America today.

THE NEW BREED

There is a New Breed of parents today, representing 43% of all fathers and mothers of children under 13 years of age.

New Breed parents tend to be better educated and more affluent. They represent the "Haves" rather than the "Have Nots." New Breed parents have rejected many of the traditional values by which they were raised: marriage as an institution, the importance of religion; saving and thrift, patriotism and hard work for its own sake. And they have adopted a new set of attitudes toward being parents and the relationships of parents to children. New Breed parents question the idea of sacrificing in order to give their children the best of everything and are firm believers in the equal rights of children and parents.

Compared to previous generations, the New Breed parents are less child-oriented and more self-oriented. They regard having children not as a social obligation but as one available option which they have freely chosen. Given the chance to rethink their decision, nine out of ten would still decide to have children.

THE NEW BREED—43%

Not Important Values:

- Marriage as an institution
- Religion
- Saving money
- Patriotism
- Success

Characteristics and Beliefs:

- Parents are self-oriented — not ready to sacrifice for their children
- Parents don't push their children
- Parents have a laissez faire attitude – children should be free to make their own decisions
- Parents question authority
- Parents are permissive with their children
- Parents believe boys and girls should be raised alike
- Parents believe their children have no future obligation to them.
- Parents see having children as an option, not a social responsibility

THE TRADITIONALISTS—57%

Very Important Values:

- Marriage as an institution
- Religion
- Saving money
- Hard work
- Financial security

Characteristics and Beliefs:

- Parents are child-oriented — ready to sacrifice for their children
- Parents want their children to be outstanding
- Parents want to be in charge — believe parents should make decisions for their children
- Parents respect authority
- Parents are not permissive with their children
- Parents believe boys and girls should be raised differently
- Parents believe old-fashioned upbringing is best
- Parents see having children as a very important value

WHAT BOTH GROUPS TEACH THEIR CHILDREN

- Duty before pleasure
- My country right or wrong
- Hard work pays off
- People in authority know best
- Sex is wrong without marriage

THE TRADITIONALISTS

By contrast, there are the Traditionalists who still represent the majority of all parents (57%). Traditionalists continue to support the basic values by which they were raised but they, too, have been influenced by the new values and are trying to reconcile these newer concepts with older theories and beliefs. As parents, Traditionalists are stricter disciplinarians and more demanding of their children than New Breed parents. And while Traditionalists have a certain nostalgia for the simplicity of the past, they are not prepared for the same kind of self-sacrificing approach to child raising common in their parents' time. They do not believe that parents should stay together just for the sake of their children. And they do believe that parents are entitled to lives of their own even if it means spending less time with the children.

THE TRANSMISSION OF VALUES

Here, then, are two groups of parents with very different sets of basic beliefs—yet curiously they are both trying to pass on to their children the same set of traditional values.

For the Traditionalists, it is an easy decision for they are carrying on the traditions by which they were raised and the values to which they subscribe.

For the New Breed, the decision is more complex and difficult because it represents a compromise with their own beliefs, underscores some of their own doubts and reservations and is primarily a way of accommodating their children to a society which has not yet wholly caught up with their ideas.

Thus, we see both the New Breed and the Traditionalists transmitting to their children the most basic of American traditional values:

Duty before pleasure

My country right or wrong

The only way to get ahead is through hard work

Everybody should save money even if it means doing without something right now

In this new environment, many concepts about parenting have evolved. Some are already accepted by the majority of all parents, others primarily by the New Breed:

Willingness to Sacrifice

Almost half of the New Breed parents (46%) feel strongly that parents should not sacrifice in order to give their children the best, while only 16% of the Traditionalists share this view. On the other hand, both groups agree by a two-to-one margin that unhappy parents should not stay together just for the sake of their children.

Lives of Their Own

A solid majority of both New Breed (68%) and Traditionalists (64%) agree that parents should have lives of their own even if it means spending less time with their children.

Pleasure Now

Unlike parents of former generations, today's mothers and fathers are strongly "now" oriented. Over half the parents (53%) expect to receive their main pleasure from their children now rather than in the future.

You Don't Owe Us Anything

Less sacrificing on the part of the parents means freedom from obligation of the children. Among the New Breed, 73% agree that children have no future obligations to parents, regardless of what the parents have done for the children.

Raising Boys and Girls

One of the issues most sharply dividing the New Breed and Traditional parents is the difference in their attitudes toward raising sons and daughters Two out of three of the Traditionalists (68%) agree strongly or partially that boys and girls cannot be raised using the same rules, while only 31% of the New Breed agrees at all with this concept. The same outlook spills over to other areas. Traditionalists are more likely than the New Breed to believe that it is more important for boys to be good at sports than for girls to be. With their own children, Traditionalists stress the importance of masculinity for boys and femininity for girls – while again, the New Breed advocate more blurring of the sex roles.

Mothers' and Fathers' Roles

Only 32% of New Breed parents are willing to accept the role of the man as the main provider, while 48% of the Traditionalists support the idea. Yet in terms of their own lives – and how they handle parental responsibilities – there is less difference in practice than in theory between the two groups of parents. It is still the mothers in both New Breed and Traditional homes who have the main responsibilities for cooking, cleaning, shopping, taking children to the doctor and staying home when children are sick. What may be a change from the past is the fact that it is the mothers rather than the fathers who appear to be the main disciplinarians.

Discipline

The issue of discipline is far from resolved among today's parents. For the most part, mothers and fathers are divided into three groups: the Permissive (23%), the Temperate (51%) and the Strict (26%). A majority of the New Breed parents are members of the Permissive group, while the Traditionalists take a Temperate or Strict view of discipline.

The Laissez Faire Outlook

Involved with self and self-fulfillment, New Breed parents are not only more permissive with their children but many of them follow a rather laissez faire approach to child raising. There are sizable numbers of parents who believe that children should be allowed to dress as they want, eat whatever is desired (as long as they are healthy), play with the kinds of toys they want and do pretty much whatever they want to. But in spite of this, New Breed parents are as likely to spank their children when they misbehave as are Traditionalist parents.

Acceptance of Differences in Performance

If a permissive and laissez faire approach to child raising is one characteristic of the New Breed, acceptance by them of differences among children, including differences in levels of achievement, is another identifying factor. Parents are now split between those who don't push their children, because "it's their lives and let them be" (39%), and those who still demand a lot because they feel there is no other way to raise successful adults (56%).

The New Breed and the Traditionalists represent two different approaches to parenting but both are raising their children to believe in traditional American values! What are the results? For the most part, the children are traditional in their views – perhaps as children have always been.

- They like their mother because she is a good cook and homemaker; their father because he spends time with them and is the "main provider"
- They do not believe parents should separate even if they are unhappy together
- They do not agree that parents should go on vacation without their children
- They do believe it is the mother's job, not the father's, to cook and clean
- And they think it's all right for parents to spank their children

Yet there are also some significant signs that a New Breed of parents may be raising a New Breed of children. The children of New Breed parents are:

- More willing (58%) to see parents separate if they are not happy than are children of Traditionalists (47%)
- More relaxed and well aware that their parents do not put the same emphasis on superiority in studies, sports, popularity and behavior as the parents of some of their peers
- More liberal in the acceptance of differences and in their readiness to play with children of other races
- More attuned to permissiveness. Among New Breed children, 64% say they will be less strict with their own children than their parents are with them, compared to 55% of the children of more traditional parents

While the drama of a generation of parents caught up in a period marked both by the continuance of the old values and the spread of the new values is the main story of this study, results point also to a number of other significant findings and clues to what is happening to today's mothers and fathers—and to their children.

A New Generation

This is a new generation of American parents—better educated and more affluent than in the past. No longer the children of immigrant parents or grandparents, they are rooted in the American culture and way of life.

Many of today's parents were born during the baby boom of the late forties and fifties and grew up during the turbulent decade of the sixties.

The distinctive marks of this generation of parents include:

- The large number of working mothers (32% work full time)
- The single parent households (11%) comprised mostly of mothers who are divorced or separated and raising their children alone
- The disparity between the "Haves" and the "Have Nots." Twenty-five percent of the families are earning $20,000 or more a year; 29% are earning less than $10,000, below the median figure for the nation. Among those families with an income of under $10,000 are 54% of the one-parent households and 61% of the minority families

A General Mood of Optimism

These families have come through several hard years of recession, high prices and unemployment. In the last year alone, 15% of the fathers were unemployed at one time or another. Yet there is a mood of optimism and hope among the parents—a feeling that the worst is behind them. Two years ago, only 18% of American families felt that things were going well in the country*; today 60% feel this way. In their own lives, too, there is a feeling that things are getting better. In 1974-75, 37% of the parents reported their standards of living were worse than the previous year and only 14% said their standards of living had improved.* Now the figures are reversed—with 32% reporting improved living standards and 17% reporting poorer standards than a year or two ago. Again, it is the single and minority parents who indicate that they are having the hardest time.

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*The General Mills American Family Report 1974-75: A Study of the American Family and Money.

The State of the Family

The large majority of families express satisfaction and confidence in the way they are handling their problems, the amount of fun and enjoyment they have with their children and the way the family works together. Compared to two years ago* they indicate a still stronger sense of confidence in their own futures and abilities to get ahead. Yet for all this, there is a gnawing uncertainty among a sizable minority of the parents (36%) about the job they are doing in raising their children. Among those who are most worried in this respect are working mothers (44%), single parents (50%) and mothers and fathers with low incomes (42%).

The State of the Children

In answer to a direct question, 37% of all parents felt that children today are not as happy as they used to be and only 16% felt that they are happier. It is, in this case, the more traditional parents (42%) who feel this way rather than the New Breed (31%).

A Difficult Society

Undoubtedly, for most parents, the biggest problem in raising children is the world around them. Only 28% of the parents indicated that they were satisfied with the standards of today's society—with criticisms coming from both sides of the fence—the New Breed and the Traditionalists.

The problem is manifold. There is among parents the all-abiding fear of illegal drugs and their consequences, and concern about street crime and violence all around them and on television. Parents are having difficulty coping with a society in which their own children are exposed to major social problems and temptations on a large scale and at early ages.

Children in Trouble

Drugs, crime and alienation are not just adult problems. These problems can be found among the young as well. Among the children between the ages of ten and twelve who were interviewed, most of them knew other children in serious difficulties:

- Had been in trouble with the police (43%)
- Had tried marijuana or other drugs (24%)
- Had taken something that didn't belong to them (61%)
- Had run away from home (28%)

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*The American Family and Money 1974-75

Inflation

Inflation and the economy also make it hard for parents. One out of four mothers and fathers acknowledged a sense of guilt about not being able to give their children all of the things for which they ask. Parents and children agree that a major source of argument in the family is created by children asking for things that they see advertised and parents having to say "no."

Issues

Parents face a wide variety of issues today—the role of television, the impact of advertising, medical care and immunization against disease, nutrition and nutrition labeling, toy safety, the rights of women and the effect on their children of mothers working. The parents take their stands:

Television: Parents (73%) by a wide margin feel that on the whole their children have learned good things from television, while only a minority feel that television has been a bad influence. This does not mean, however, that they are ready to overlook the impact on their children of violence on television, which is among the parents' top concerns. Parents and children agree that the amount of time children spend in front of television sets and the programs they watch are among the major sources of friction and argument in the family.

Advertising: Advertising is regarded as an industry which is not living up to its responsibilities to parents and their children. One out of four parents (27%) mentions the "gimmes"—children always asking for things that they see advertised—as a major personal concern and a nagging problem in raising children. Among the children, one out of three complains that his or her parents don't buy what the child sees advertised.

Nutrition: Parents are divided almost evenly on whether children should eat what they want—or be made to eat what their parents feel is the proper food for them. The big controversy, however, is over snacks—with parents mentioning snacking between meals by their children as one of the major frustrations and sources of irritation. Both Traditional and New Breed parents share similar views about between-meal snacking. And 39% of the children complain that their parents limit snacks.

Overweight: Parents' arguments against snacks may include the danger of obesity as well as the virtues of proper nutrition. A majority of parents indicate that they consider overweight in small children a situation not be be overlooked or disregarded.

Nutrition Labeling: Parents divide on the subject of nutrition labeling. One out of two makes it a point to check food product labels for nutrition information; an equal number feel that there is too much talk these days about what is and what isn't good for children.

Medical Care: The majority of parents (77%) agree that checkups are as essential for well as for sick children. This feeling, however, is strongest among younger parents, with 29% of the parents 35 years and over (and often with older children) resisting the idea of regular checkups. There is more controversy, however, about the need to inoculate children against polio. Over a third (36%) of the minority parents believe that this is no longer necessary since the disease has been conquered. And some parents see inoculation as the government's responsibility.

Education: About four out of ten parents agree that one cannot count on the schools to teach children how to read and write. They do believe that schools have the right and the obligation to discipline children who do not behave in the classroom or building.

Money: More than one out of two parents (55%) believe that their children should not be told about the parents' financial problems. However, by an almost unanimous vote, parents believe that children should be taught the value of a dollar.

Working Mothers: While a third of the mothers interviewed are working full time, the society around them has not yet come to terms with the concept of mothers—particularly mothers of young children—going to work unless they need money. Even New Breed parents feel this way, with 49% strongly agreeing and only 20% disagreeing with the idea that the mothers of young children should only go to work for economic reasons.

Consistent with this view, most parents do not believe that the children of working mothers are more independent and responsible than other children. Among all parents, 69% think that the children are worse off. Only working mothers split evenly on the question with 49% saying that their children are better off and 48%, not as well off.

28

Day Care: One reason for the strong feelings about mothers of young children working could be the ambivalent attitudes of the parents toward day-care centers. While supporting the concept, at least half of the parents question the quality of present facilities. By a vote of 51%, parents agree that they can never be sure how children will be cared for in day-care centers. Among minority parents, 59% feel this way.

Seeking Advice: While admitting to fears, doubts and feelings of inadequacy, most parents are reluctant to seek outside advice. In times of deepest stress – when children run away from home, are in trouble with the police, experiment with drugs – most parents say they would try to work out the problems themselves rather than go outside for help.

Parents would find it easiest to turn for advice to teachers, educators, child psychologists and members of the clergy. They would be reluctant to seek help from juvenile authorities, family agencies, social workers or health clinics.

Toy Safety: Parents are divided on accountability for toy safety. Forty percent feel that it is up to the government to see that toys are safe for children while the majority (56%) consider it to be the parents' responsibility.

Undeserved Punishment

In a study of this nature, it is not possible to probe adequately the very delicate and serious question of child abuse. Yet even in this study, there are signs of the readiness of parents to vent their own frustrations on their children. A third of all parents admit that they often or sometimes punish their children more than is deserved; 57% agree that they are inconsistent in their punishments and 39% of the children mention that their parents punish them when punishment is not deserved.

Problems of Communication

Two out of three parents agree that they have problems communicating with their children on most sensitive topics – drugs, death, sex, drinking, crime and rape, family problems, money.

Communication is a problem for the children, too. Almost one in four agreed that if he or she were in trouble at school, he would try to keep knowledge of it from his parents. Among children from upper income families, one out of three wanted to keep school troubles from his parents.

Not surprisingly, the children of permissive parents (82%) are more inclined to come to their parents when they are in trouble than are the children of stricter parents (75%).

Several groups of parents and their children are feeling special pressures in the present environment.

Minority Parents

Less optimistic about the future than other parents, minority mothers and fathers place many of their hopes and aspirations on their children. Their sons and daughters are well aware of parental pressure for excellence in school, sports and other areas of life. And as small children, they begin life less satisfied with their own worlds – their homes, their neighborhoods, their schools – than other children.

Single Parents

Single parents are distinguished by their greater sense of inadequacy and insecurity as parents. Burdened with the full responsibility for raising children, single parents are less able to enjoy the New Breed emphasis on the equal rights of parents and children. The children of single parents are generally happy – but they do have more social problems than their peers. They are less likely to get along with the other children in the neighborhood or to like their friends at school as well as do other children.

Working Mothers

As a group, working mothers are more confident about their own future goals and hopes but are more troubled about their roles as parents than mothers who do not work outside the home. The major problem working mothers face is finding time to spend with the children. And, unfortunately, the children of working mothers are more likely to move in bad company than their peers whose mothers are at home.

THE BALANCE SHEET

None of the mothers and fathers interviewed in this study would deny that this is a difficult and complicated time in which to raise children.

Some of the difficulties:

- The pressures of a society where crime and violence are rampant
- The problems of coping with inflation and high prices, complicated for some by advertising which encourages children to ask for more and more things
- The contradictions between the new and the old values
- The special demands on working mothers, minority, single and economically disadvantaged parents and their children
- The need to strike a balance between permissiveness and strict discipline; between sacrificing too much for one's children and not enough; between demanding too much of children and not demanding enough

On the other side, there are the many satisfactions that come from being a parent – pride, maturity, self-fulfillment, fun and joy.

Taking both sides of the ledger into account, today's parents of young children have no difficulty in making up their minds as to what they would do if they were faced with the same decision again. Almost all (90%) vote for having children . . . but they would welcome help to make the job easier.

As a starting point, the parents enumerate the kinds of classes or study groups in which they would be very interested:

- Parenting and handling the attendant problems (34%)
- Teaching children about sex (31%)
- Handling problems of discipline (36%)
- Dealing with drug usage among children (49%)
- Convincing children not to smoke (37%)
- Feeding children more nutritiously (32%)
- Dealing with children's medical problems (34%)
- Balancing the family budget (27%)
- Understanding new classroom teaching methods (42%)
- Teaching children about religion (32%)

The list is long – yet there are other urgent needs to add:

Communications: How to speak freely and easily with children about subjects such as sex, drugs, smoking

Warning Signs: Early signs that children are in trouble – what to look, listen or watch for

Advice: When and where to seek it. How to find the right individual or institution. Breaking down the barriers against going outside the home for help

Rap Sessions: Opportunities for parents to ask questions and to discuss their problems with other parents

Seeking Information: Where to turn for reliable information on health care, nutrition, diet, entertainment, programs suitable for children

Equal Rights: Working out a formula for family living with full and equal respect for the rights of the children, the mothers and the fathers

Having Fun: Free activities for parents and children to share together

These are some of the things that could make a difference to today's parents and children.

METHODOLOGY

This study of the American Family, "Raising Children in a Changing Society," was done in two phases, a qualitative or exploratory phase and a quantitative phase.

THE EXPLORATORY PHASE

The purpose of this initial qualitative phase was to explore a wide variety of perspectives in order to develop a significant body of hypotheses that would be of interest and value both to the general public and to the experts in relevant fields.

The exploratory phase was done in four parts.

Focus Groups with Parents and Children

A number of focus-group discussions were conducted with parents from widely varying backgrounds: white and blue collar, white and minority, married and single, and college-educated and high school-educated parents. These focus-group discussions were conducted throughout the United States – in the Northeast, the Midwest, the South and the West.* In addition, a group discussion was conducted with children from 11 to 13 years old. In all, almost 100 people participated in these meetings.

Expert Interviews

The second part of the exploratory phase was a series of interviews conducted with professionals representing a wide variety of disciplines relevant to child raising: psychologists, sociologists, home economists, pediatricians, physicians, social workers, editors and publishers, educators and nutritionists. In all, 86 experts were interviewed.

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*Groups were conducted in Atlanta, Georgia; Englewood Cliffs, New Jersey; Los Angeles, California; Memphis, Tennessee; Minneapolis, Minnesota; New York, New York; St. Louis, Missouri.

Advisory Panel

In addition to these interviews with experts, an Advisory Panel of nationally known authorities was consulted in greater depth in order to provide additional guidance and insight. (See Introduction for listing of individual Advisory Panel members.)

Literature Review

The fourth part of the exploratory phase was a review of the literature on marriage and the family through available bibliographies and a review of the last five years' work in the major relevant social science journals.

At the conclusion of the exploratory phase, the insights and hypotheses produced by the four approaches were integrated into a summary report. This summary report provided the basic frame of reference for the quantitative phase which followed.

The central features of the quantitative phase are: the sample design, the questionnaire and the analysis.

The Sample Design

Since this study deals with raising children, the sample was designed to represent families with children rather than either households or the general population. The sampling unit in the study was defined as families with children under 13 and the universe was defined as all families in the United States with children under 13, using the census definition of a family as a "household with two or more members related by marriage, blood or adoption."

The total sample is based on a national probability sample of 1,230 households in which interviews were conducted in every household where a child under 13 resided. In all, 1,230 adult members of the families were interviewed as Primary respondents.

In two out of three families, a second interview was also conducted. In 403 households, second interviews were conducted with the second parent in the family. The other 469 second interviews were conducted with six- to twelve-year-old children in the same households.

These dual interviews were a unique feature of the research. They enriched the analysis of the state of the American Family by making it possible to examine: (1) the transmission of attitudes and values from parents to children and (2) the impact on their children of the parents' status and views on subjects such as discipline, money aspirations, etc.

Three questionnaire forms were used:

The Primary Parent Form: The basic questionnaire, the Primary Parent Form, was administered to the parent designated as the Primary respondent in the family. The questionnaire required about an hour to an hour and a half to complete and covered all aspects of raising children discussed in the exploratory phase, including those suggested by the Advisory Panel and the experts.

The Second Parent Form: The Second Parent Form was a self-administered questionnaire composed of a wide variety of items which paralleled those on the Primary Parent Form.

The Child Form: This last form was used in the interviewing of a randomly selected subsample of children whose parents participated in the Primary Parent interview. The interview was conducted in the homes and covered a wide range of topics, including the children's activities, relations with their parents, etc.

The Analysis

The basic concern of this study is parental values. As a result, the major source of data is the Primary Parent interview. The Second Parent interview and the Child interview are viewed as complementary to the main interview.

Approximately 25 key demographic and nondemographic variables were used in the analysis of child-raising values and the interaction of parents and children. The major demographic analytical variables were:

MAJOR DEMOGRAPHIC ANALYTICAL VARIABLES

The Parents*	%
SEX	
Male	47
Female	53
AGE OF RESPONDENT	
Under 35 years	57
35 years and over	43
INCOME†	
Under $12,000	38
$12,000-19,999	32
$20,000 and over	23
EDUCATION	
College graduates	17
Some college	21
No college	61
FAMILY STATUS	
One parent	11
Two parents	89
NUMBER OF CHILDREN	
One	30
Two	33
Three or more	37

*Characteristics of Primary respondents were also used to analyze the children's responses.
†7% declined to answer the question on income.

In addition to these demographic variables, several important non-demographic ones were employed as key analytical variables, including a number of scale constructs.

- *Traditional and New Breed Parents:* This index, which divides parents into two groups, was formed by three variables:

  a. Willingness to sacrifice for their children

  b. Traditional versus nontraditional views on sex roles

  c. The perceived value of having children

  Scores on these three variables were summed to yield a Traditionalism score. Those individuals with a score above the median were assigned to the Traditionalist group, those below the median were assigned to the New Breed group.

- *Strict, Temperate and Permissive Parents:* A composite of discipline items and attitudes towards strict, old-fashioned upbringing.

  The index was formed by the sum of scores on three items:

  a. Agreement that strict, old-fashioned upbringing and discipline are still the best ways to raise children

  b. Agreement that there is nothing like a good spanking to teach children the difference between right and wrong

  c. Self-description as more strict than other parents

- *Standards of Living Compared to a Year Ago*
- *Satisfaction with Selves as Parents: Self-Appraisal*

Together with crosstabulating respondents' attitudes and values by key analytical variables, additional crosstabs were run in order to determine both the extent of consensus between husbands and wives in terms of child-raising values and the effect of parental values and demographic factors on children's attitudes and feelings.

DETAILS: THE PARENTS

THE CAST

This is a new generation of parents – better educated and more affluent than any previous generation of Americans.

- The majority (57%) can truly be called the "Children of the Sixties" for they are still under 35 years of age – and spent their adolescence during the turbulent decade of youth rebellion and the spawning of the new values
- Many of them were born during the post-World War II baby boom
- A high 64% are third-generation Americans – whose roots in the country now go back over many decades
- Minority families (black, Spanish-speaking and Oriental) represent 15% of the total
- Among the mothers, 14% have graduated from college; among the fathers, 23%. In households with both parents, 11% of both the mothers and the fathers have received college diplomas
- Nearly a third of the household heads are employed in managerial and professional jobs; almost a quarter have incomes of more than $20,000 a year
- Among the mothers, 32% are working full time. Even among those mothers with only small children (under 6 years), one out of four has a full-time job

PROFILE OF THE AMERICAN FAMILY WITH CHILDREN UNDER 13 YEARS

(Chart 1)

	%
Age of Parents	
Under 25 years	14
Between 25 and 34 years	43
35 years and over	43
Marital Status of Parents	
Married and living together	89
Single parents*	11
Husbands married for the second time	14
Wives married for the second time	15
Size of Family	
One child	30
Two children	33
Three children	18
Four or more children	19
Composition of Family	
Only a child or children under 6 years	35
One or more children over 6 years	65
Background of Family	
Third-generation Americans	64
White	85
Black, Spanish-speaking or Oriental	15
Family Income**	
Under $10,000	29
10,000-14,999	24
15,000-19,999	18
20,000 and over	23
Occupation of Head of Household	
Professional, managerial, owner	30
Other white collar	11
Blue collar	45
Unemployed	6
Other	8

*Includes divorced, widowed, separated and single

**6% did not answer

This is also a generation marked by contrasts.

- Almost a third of the families (29%) earn less than $10,000, well below the median income level for the country as a whole. Among those families with a total income of less than $10,000 a year are 54% of single parents and 61% of the black and Spanish-speaking

- The recession has had a particular impact. Even at the time of this survey, 6% reported that the heads of households were out of work. Among married couples, 15% indicated that the husband had been out of work at some time during the preceding year

Other characteristics of the current crop of parents are the numbers who have married a second time and the numbers who are single

- For 14% of the husbands and 15% of the wives, this is their second marriage
- In 11% of the households, there is only one parent, almost always the mother

The mood of young parents today is positive and hopeful.

Two years ago American families were deeply concerned about the state of the country and their own economic well-being but feelings now are quite different. Today's parents show a new mood of optimism about the country and how it is doing—and also about their own financial circumstances. Regardless of how the economists may differ, American families have decided that the worst is now behind them.

And most mothers and fathers feel good about their family life and about the fun and the enjoyment they are getting from it.

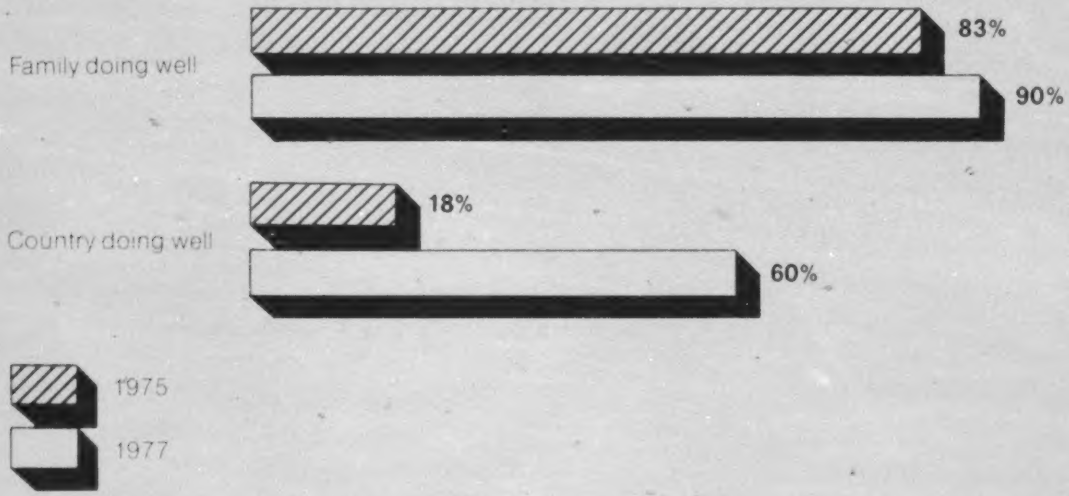
The State of the Family

Currently, even more parents (90%) than before (83%) report that things are going well in their own families. There is clear consensus among parents that the family is doing well with more than nine out of ten couples in agreement.

The State of the Country

The present outlook of American families stands in sharp contrast to the mood of pessimism which prevailed just two years ago. According to the results of *The General Mills American Family Report 1974-75*, only 18% of the families reported that they felt things were going well in the country.* Today, a sizable majority (60%) share this view.

THE STATE OF THE FAMILY VERSUS THE STATE OF THE COUNTRY**
(Chart 2)



NOTE: 3% not sure in 1975

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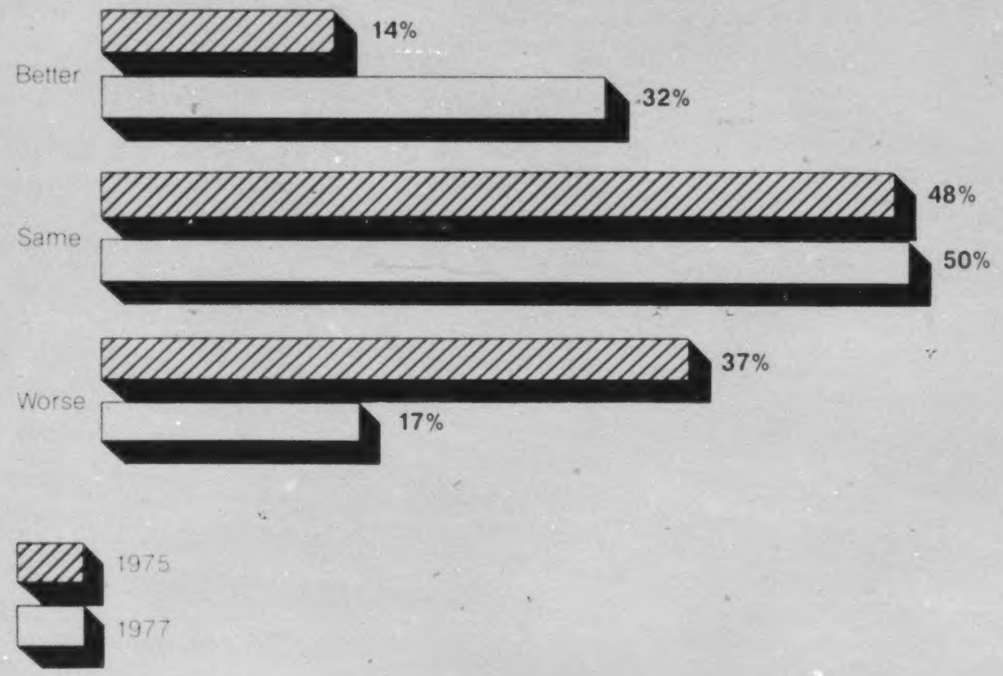
*1974-75 sample included parents with children up to 18 years of age.

**Dates used in all trend tables reflect publication. Interviewing was done at end of previous year.

Standards of Living

Underlying the present more ebullient mood of parents is a sense of an improved economy and rising standards of living. In 1974-75, 37% of the parents reported that their standards of living were worse than a year ago and only 14% said better. Today there is a reversal, with 32% feeling that their living standards have improved and 17% reporting that they are no longer able to live as well as they did a year ago.

STANDARD OF LIVING COMPARED TO A YEAR AGO
(Chart 3)

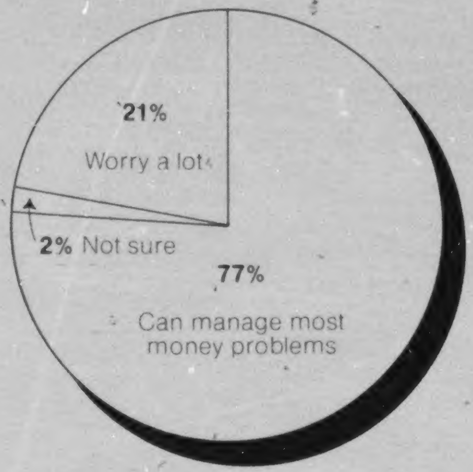


NOTE: 1% not sure

Ability to Cope

A large majority of fathers and mothers indicate that they can manage most money problems that face them, but 21% say that they worry a lot about money. Among those who worry a lot, 55% are earning less than $12,000 a year and 72% have a high school education or less.

CONCERN ABOUT MONEY
(Chart 4)



Satisfaction with Family Life—1975-77

Parents today are even more satisfied with family life than they were two years ago. There is among them a greater sense of optimism and confidence in their own futures. The large majority continue to feel good about the way the family works together, the amount of time they are spending with their children and the fun and pleasure they are getting from it.

While still sharply critical of the standards and values of society, they expressed less discontent than two years ago.

PARENTS' SATISFACTIONS WITH FAMILY LIFE

(Chart 5)

	1975 %	1977 %
Way they are handling problems in their lives	78	79
Way the family works together	78	80
Amount of time spent with the family	72	73
Amount of fun and enjoyment derived from family life	69	73
Way they are getting ahead, achieving success	54	63
Things they can afford for the children	54	69
Confidence they feel in the future, their sense of security	44	57
Standards and values of society	19	28

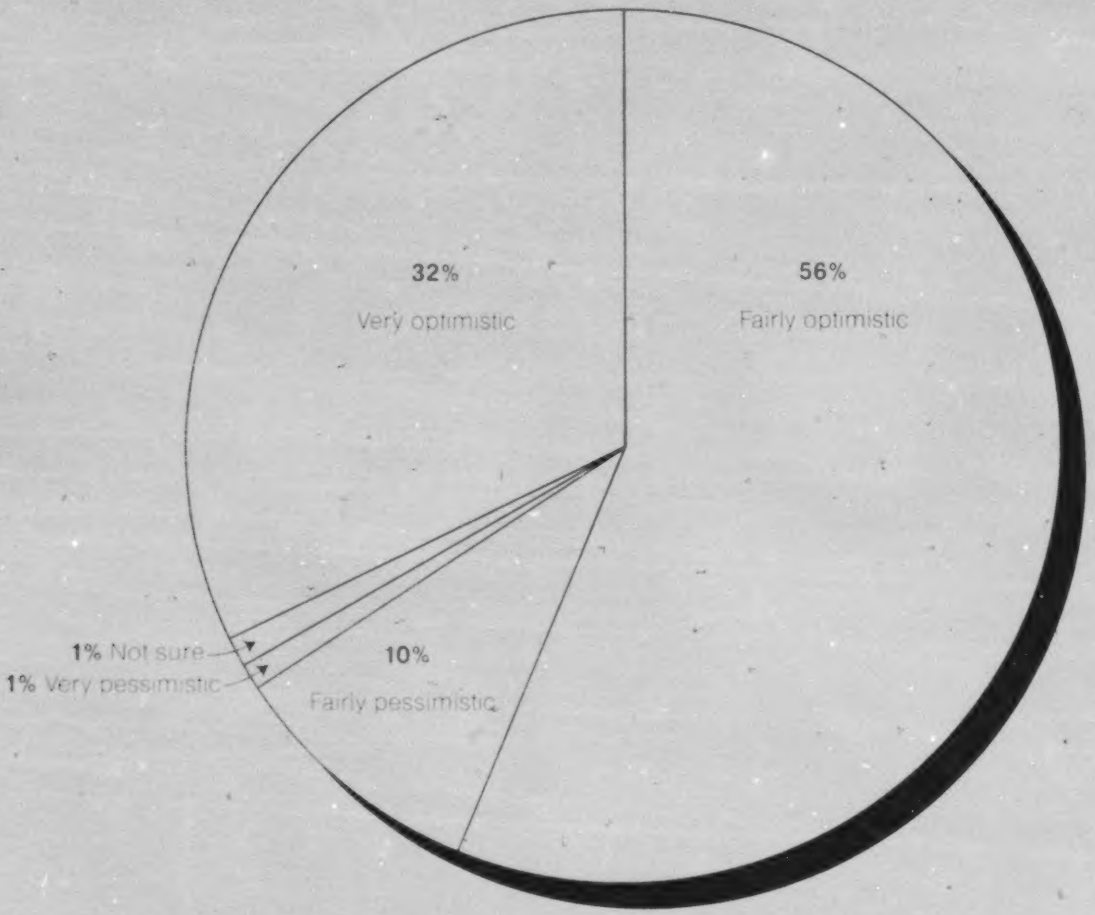
Optimism and the Future

In terms of their own personal hopes and goals, almost all of the parents (88%) are very or fairly optimistic.

Yet for young parents who, as we will see, place a relatively low premium on money and a high premium on self-fulfillment as personal values, the years of the recession have left their mark. Asked to make a choice, 80% said that in thinking about the future, economic security and providing for the family will have to come first; only 19% take economic security for granted and are more concerned with doing things that will provide them with a sense of self-fulfillment.

OPTIMISM ABOUT THE FUTURE

(Chart 6)



As parents discuss the various aspects of their roles as parents, many important trends, contradictions, ambiguities and conflicts can be observed.

- They resist saying that the average American family is not doing a good job of raising its children—but they have somewhat less confidence in their own individual performances as parents
- They question some of the basic beliefs by which families have lived in the past: the readiness of parents to sacrifice for their children, the children's obligation to look after the parents at a later date, the denial of the rights of parents to lives of their own if it means less time for the children
- While not yet a majority trend, there are also noteworthy signs that the new laissez faire attitude mentioned by the experts is beginning to take hold—with children allowed to decide how they will dress, what they will eat and what they will do

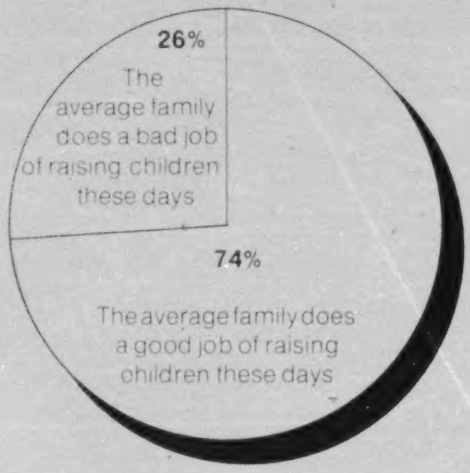
Yet in practice, there is also a continuance of many of the older prevailing beliefs and expectations:

- Mothers of young children should not go to work unless the money is needed
- Father is regarded as the main provider
- The hope that children would achieve greater economic success and material wealth than the parents have enjoyed

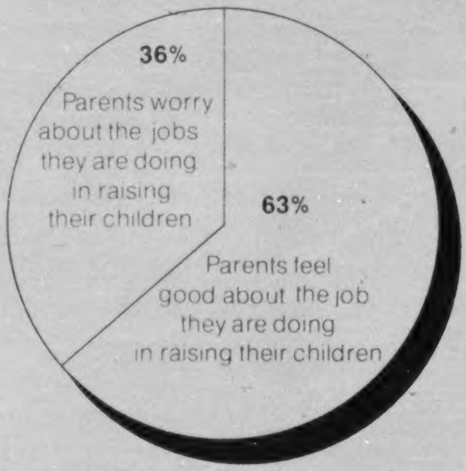
The Average American Family

Three out of four of the parents (74%) believe that the average American family is doing a good job of raising its children. Among the 26% who are critical of the job parents are doing these days, most of them (63%) blame the parents themselves, while the remaining third (34%) feel it is the society which is to blame.

ASSESSMENT OF OTHER AMERICAN PARENTS VERSUS SELVES
(Chart 7)



Views of Other American Parents



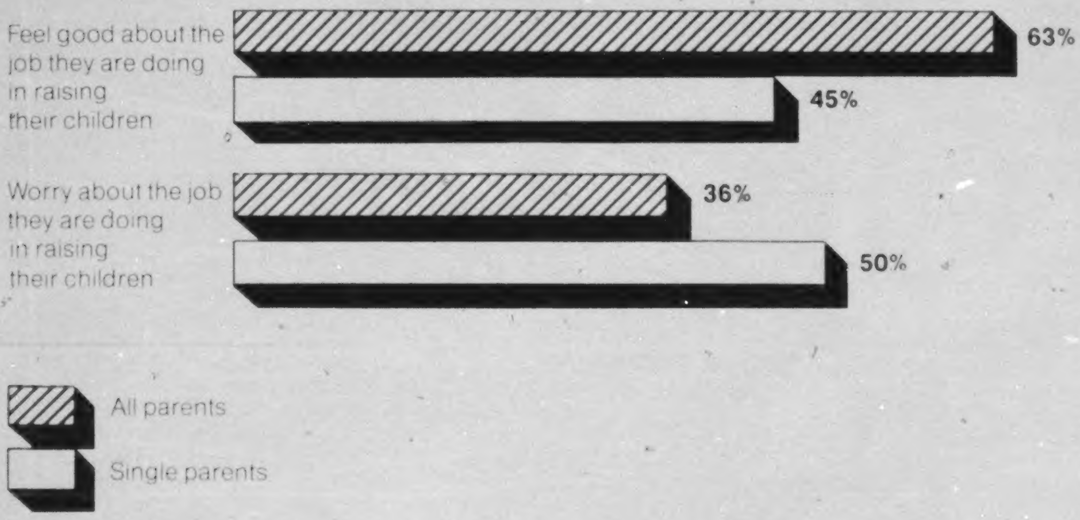
Views of Selves as Parents

NOTE 1% not sure

Assessment of Selves as Parents

Asked how they would rate their own performances as parents, 63% feel that they are doing a good job — but a large minority (36%) are considerably less confident and sure. Parents who seem least confident and most worried include lower income fathers and mothers (42%), mothers who work full time (44%) and single parents (50%).

SELF-CONFIDENCE IN SELVES AS PARENTS
Single Parents
(Chart 8)

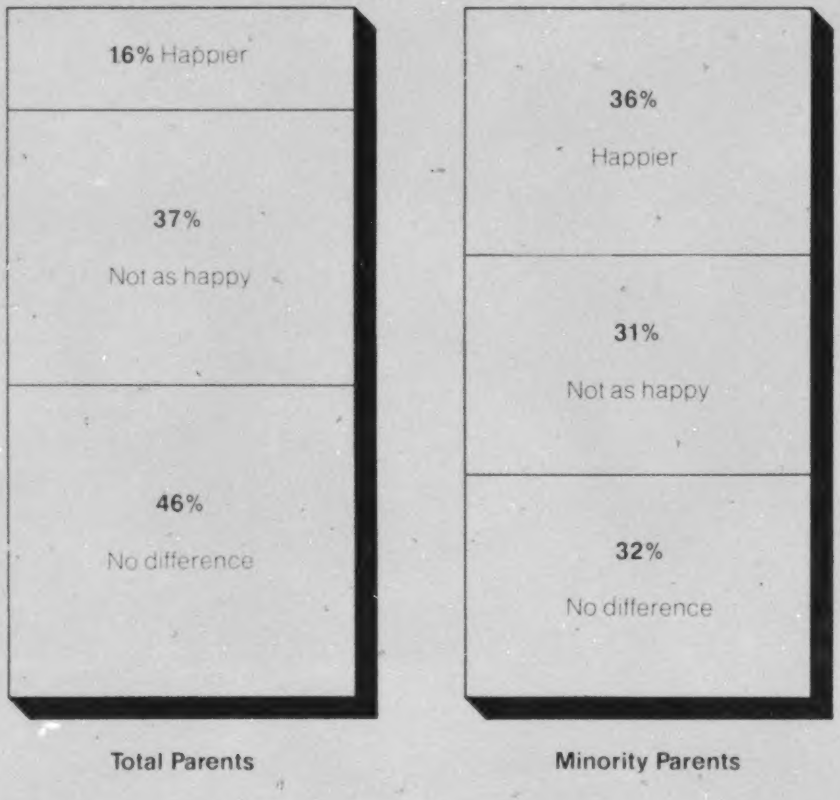


NOTE: 1% of all parents, 6% of single parents not sure

While most parents do not question their own and other parents' abilities to raise their children successfully, they clearly have some doubts about the happiness of the average child today. In this sense, the past looks brighter with 37% believing that children today are less happy than their parents were as children and only 16% claiming that today's children are happier.

A striking difference, however, is established by the viewpoint of the minority parents. They look around them and believe that on the whole, children are better off today than in the past (36%).

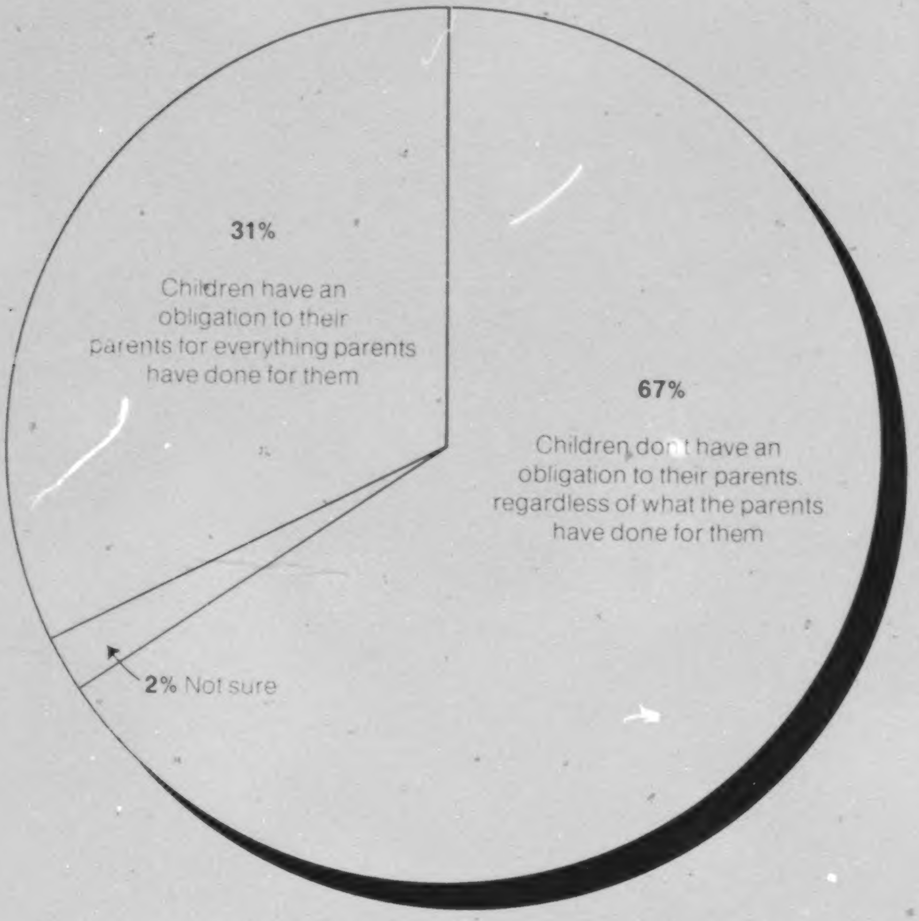
ARE CHILDREN HAPPIER TODAY THAN THEIR PARENTS WERE?
Minority Parents
(Chart 9)



NOTE: 1% not sure

OBLIGATION OF CHILDREN

(Chart 10)



Values in transition best describes the attitudes of the fathers and mothers toward the roles and obligations of parents and children.

Reflections of new or changing outlooks of parents:

Staying Together Only for the Sake of the Children
Nearly two out of three parents (63%) disagree with this concept.

The Decision Not to Have Children
A majority (59%) do not agree that people who make this decision are basically selfish. Parenthood is regarded as a matter of personal choice, not one of social responsibility.

The Obligation of Children to Parents
In the past, many families regarded their children as a form of insurance — the children would take care of parents when they became old and sick. Today it is different. More than half of the parents (54%) agree strongly or partially with the view that "people have no right to count on their children to help them when they are old or in difficulty."

The Obligation of Their Own Children
Within their own families, the parents feel even more strongly that the children have no obligation to them, regardless of what the parents have done for the children. Parents who feel especially strongly that their children owe them nothing are the younger parents (71%) and mothers who work full time (76%). Fathers (63%) are less willing to write off the obligation of the children than are mothers (70%). Minority parents feel differently from other parents on this issue. Only half (51%) agree that their children are without future obligation to them.

Lives of Their Own
Two out of three parents (66%) agree strongly or partially that, "It is important for parents to have their own lives and interests even if it means spending less time with their children." A third (32%) disagree with this.

5

VIEWS ON PARENTING

(Chart 11)

	Agree Strongly %	Agree Partially %	Disagree %	Not Sure %
For the children's sake, parents should stay together even when they are unhappy	8	23	63	6
People who decide not to have children are basically selfish	12	22	59	7
People have no right to count on their children to help them when they are old or in difficulty	19	35	43	3
It's important for parents to have their own lives and interests even if it means spending less time with their children	22	44	32	2
It's up to the man to be the main provider in the family	40	34	24	2
A woman with small children should go to work only if the money is really needed	52	30	16	2
Strict, old-fashioned upbringing and discipline are still the best ways to raise children	28	46	26	

IMMEDIATE VERSUS LONG-RANGE GRATIFICATION FROM CHILDREN

(Chart 12)

	Total Parents %	Fathers %	Mothers %
Parents don't count on the future — expect pleasure from their children now	54	49	58
Parents expect to get even more pleasure from their children when they are older	45	49	41
Not sure	1	2	1

Immediate Versus Long-Range Pleasure from Children

Among parents, there is new emphasis on enjoying children to the hilt now (54%) rather than looking ahead to when they are older (45%).

Not expecting children to provide for parents in the future helps to underscore the need for immediate gratification. Nevertheless, this feeling is a source of some disagreement between mothers and fathers, with some emphasizing future pleasure and others emphasizing enjoyment today.

Yet many of the more traditional views prevail:

The Man as the Main Provider

Among the parents, 40% agree strongly, 34% agree partially and 24% disagree with the idea that, "It's up to the man to be the main provider in the family." Men feel more strongly that this is the case (49% agree strongly), working mothers are most vehement in their disagreement (44%).

Working Mothers

There is consensus (82% agree strongly or partially) that the mother of young children should go to work only if the money is really needed.

Discipline

On the question of discipline, the parents divide into three camps: about one in four (28%) agrees strongly that, "Strict, old-fashioned upbringing and discipline are still the best ways to raise children;" 26% disagree and the largest block of parents (46%) are in the middle, partially agreeing, partially disagreeing.

The Laissez Faire Approach to Child Raising

It is not easy to determine the exact extent of the laissez faire trend in parenting – for parents are permissive and/or uninvolved on some issues and not on others. Some manifestations include:

- Letting children dress as desired (29%)
- Not worrying about what children eat as long as they are healthy (49%)
- Buying the toys the children want (51%)
- Not pushing – letting children feel that it's their lives (39%)

Using a scale based on a number of different items, the results of the study indicate that 28% of the parents could be classified as subscribers to the laissez faire approach. It should be noted that this is a subject of some disagreement between parents. For example, nearly four out of ten couples who answered disagree about whether children should be "pushed."

TWO ATTITUDES: LAISSEZ FAIRE VERSUS "IN CHARGE"

(Chart 13)

Dress	%
Like children to be well dressed	70
Don't care as long as they are comfortable	29
Food	
Don't worry what the children eat as long as they are healthy	49
Make them eat what they should even if they don't like it	50
Demands	
Don't push the children – it's their lives	39
Demand a lot from the children – they have to do their best to get ahead	57
Toys	
Try to buy educational toys for the children	46
Buy the toys they want	51

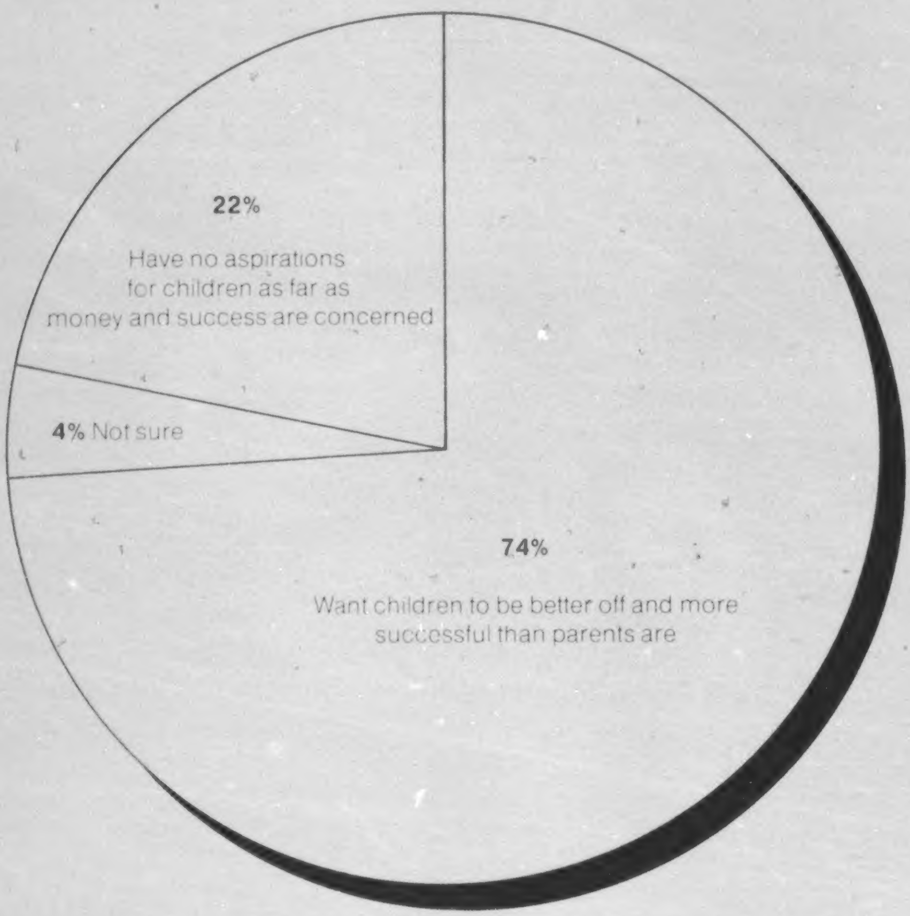
NOTE: Not sures not shown

Material Aspirations

Three out of four parents (74%) want their children to be better off than the parents are in terms of money and success. It is only among college-educated parents that as many as 34% say that they have no aspirations for their children as far as money is concerned.

MATERIAL ASPIRATIONS FOR CHILDREN

(Chart 14)



While the majority of young parents hold many traditional views – at least in terms of parenting – there are considerable numbers (43%) who regard their roles as parents and their relationships to their children from a contemporary point of view. We refer to these parents as the "New Breed." What this group has done is to adapt the new values* born on college campuses in the sixties, to their lives as parents.

New Breed parents are more self-oriented than child-oriented. And in their own lives they have firm beliefs which do not parallel many of the traditional beliefs by which they were raised. But when it comes to their children they put their new values aside and continue to teach the traditional American values of hard work, respect for authority, patriotism and the like.

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*Daniel Yankelovich, Inc., *The New Morality: A Profile of American Youth in the 70s* (McGraw-Hill, 1974).

New Values

The current crop of parents has clearly been influenced by the value structure of the college youth of the sixties and seventies.

Their attitudes represent the transfusion of values which once belonged to a small minority of Americans into the main stream of our society. These new values emphasize changing moral norms regarding sex, religion, authority and obligation to others. They deemphasize money, work, family and marriage, and stress self-fulfillment as more important than role obligation to others.

An interesting perspective on the parents of today can be obtained by contrasting some of their personal values with those of the college youth of just a few years ago. Modifications have occurred – but the influence is apparent.

VERY IMPORTANT PERSONAL VALUES

(Chart 15)

	College Youth* 1973	Total Parents 1976-77
	%	%
Family	68	81
Education	76	71
Self-fulfillment	87	67
Hard work	43	62
Religion	28	52
Patriotism	19	43
Having children	31	43
Money	20	31

*Yankelovich: *The New Morality*

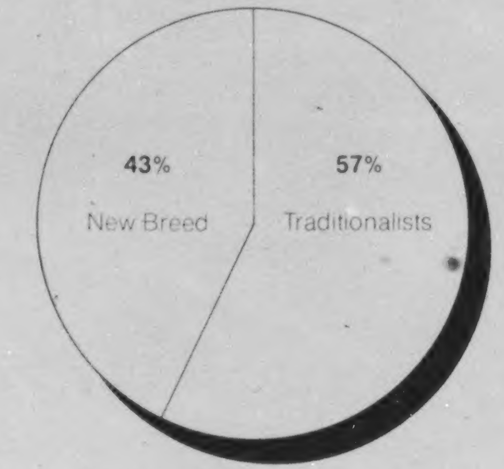
The New Breed Versus the Traditionalists

New Breed* parents, representing 43% of all parents, tend to be better educated and more affluent than their Traditional counterparts. They love their children — but the children are not the most important aspect of their lives. Self and self-fulfillment are often top priorities. And many New Breed parents are not prepared to make sacrifices for their children — nor do they believe it necessary to place the interests of the child above their own.

But the majority of parents are still Traditionalists. Basically, Traditionalists are child-oriented — with the child as the fulcrum of their lives. They believe in sacrificing for their children — but not to the same extent as their own parents did. For example, they do not subscribe to unhappy parents staying together only for the sake of the children.

TWO APPROACHES TO PARENTING

(Chart 16)



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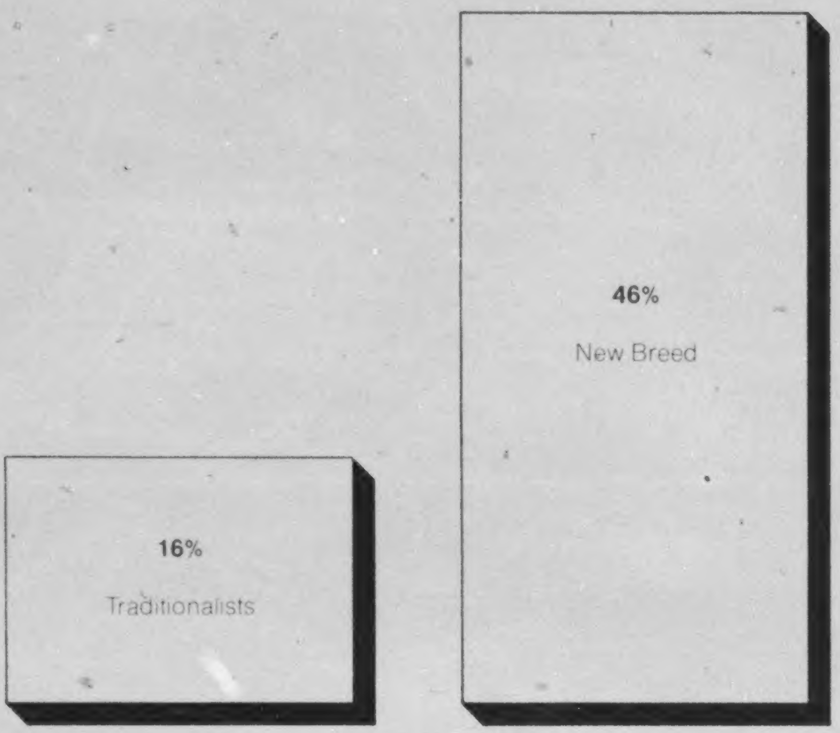
*Based on a "New Breed" index of items – see Methodology, page 50.

NOT SACRIFICING IN ORDER TO GIVE CHILDREN THE BEST

(Chart 17)



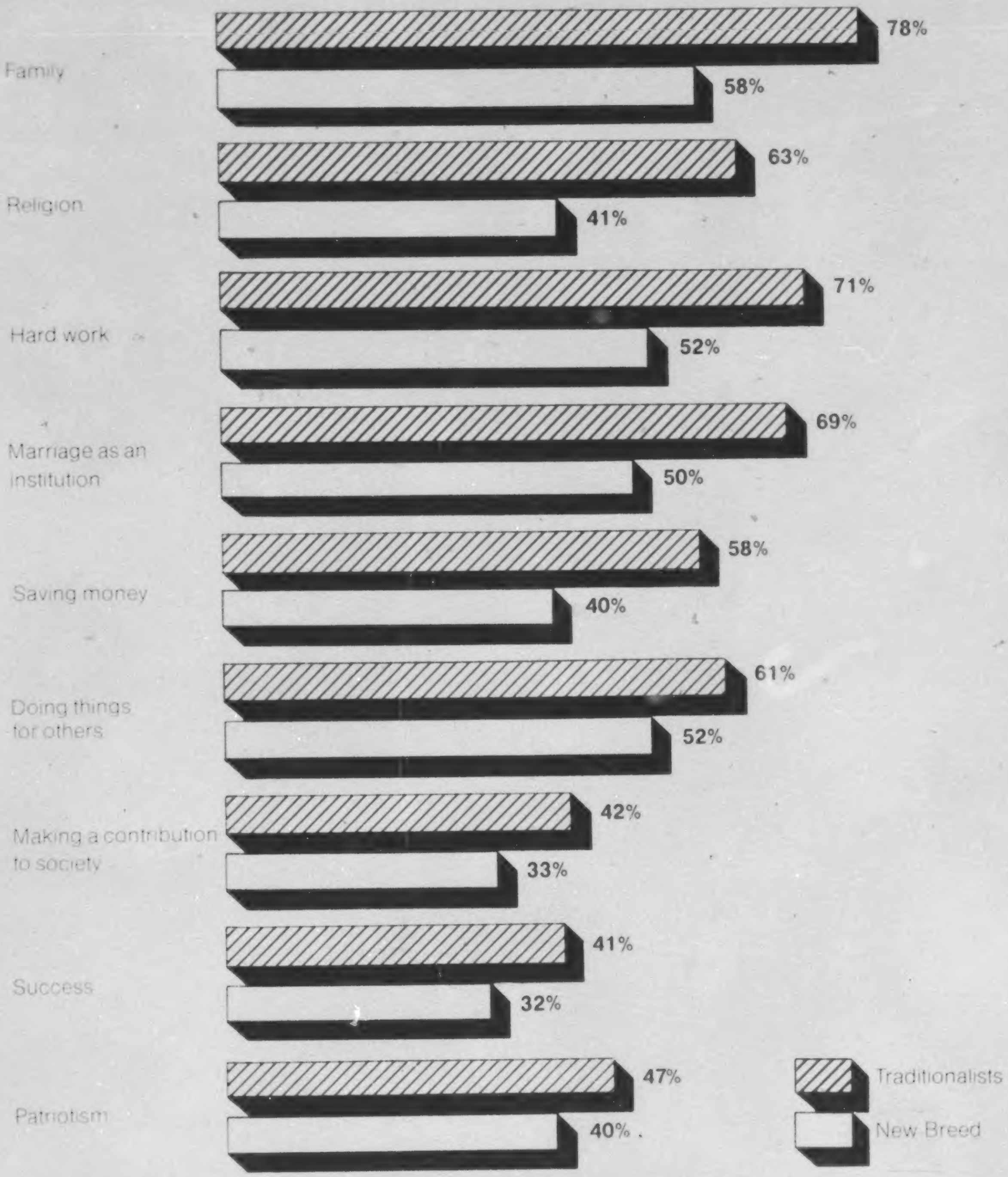
Parents Should *Not* Sacrifice in Order To Give Their Children The Best

PERSONAL VALUES

New Breed Versus Traditionalist Parents

(Chart 18)

Consider very important values:



Personal Values: New Breed Versus Traditionalists

Underlying the different feelings of Traditionalists and New Breed parents about the roles and relationships of parents and children are sets of very different basic personal values. The Traditionalists place considerably more importance than the New Breed on the values of religion, hard work, marriage as an institution and saving money.

Personal Values: Single Parents

Predictably, perhaps, fewer single parents consider family, having children and marriage as an institution as very important values.

VERY IMPORTANT PERSONAL VALUES
Single Parents
(Chart 19)

	Single Parents %	Other Parents %
Family	74	82
Having children	37	44
Marriage as an institution	35	62

CHANGING SOCIAL ATTITUDES
New Breed Versus Traditionalist Parents
(Chart 20)

	Traditionalists %	New Breed %
Would welcome:		
More emphasis on traditional family ties	82	68
More emphasis on religion	69	52
More acceptance of rights of children to be different	65	68
Less emphasis on money	56	61
More emphasis on treating boys and girls alike	52	66
Would reject:		
More emphasis on sexual freedom	73	59
More acceptance of the rights of unmarried women to have children	62	52
Less emphasis on being open and candid with their children	55	54
Less emphasis on children getting ahead	51	40
Less emphasis on being pals to their children	44	38

65

Attitudes Toward Social Change

Similar differences distinguish the feelings of parents about potential social changes. The New Breed is readier to put less emphasis on money and on children getting ahead, more eager to see boys and girls treated alike and less rigid about the rights of unmarried women to have children.

Fewer New Breed parents than Traditionalists reject additional emphasis on sexual freedom -- but it should be noted that 59% of them would not welcome more than they have now.

Both Traditionalists and the New Breed, however, favor continuing an open and candid relationship with their children, and believe in the rights of children to be different.

Single parents are more receptive than their married counterparts to greater emphasis on the rights of unmarried women to have children and on sexual freedom generally.

CHANGING SOCIAL ATTITUDES
Single Parents
(Chart 21)

	Single Parents %	Other Par[illegible] %
Would welcome:		
More acceptance of the rights of children to be different	75	65
Less emphasis on parents sacrificing to give children the best	44	37
More acceptance of the rights of unmarried women to have children	43	23
More emphasis on sexual freedom	33	16
Less emphasis on respect for authority	31	20

VIEWS ON PARENTING

New Breed Versus Traditionalist Parents

(Chart 22)

Strongly or partially agree:	Traditionalists %	New Breed %
For the children's sake, parents should stay together even when they are unhappy	36	22
People who decide not to have children are basically selfish	43	20
Children have no obligation to their parents regardless of what parents have done for them*	64	73
It's important for parents to have their own lives and interests — even if it means spending less time with their children	64	68
It's up to the man to be the main provider in the family	80	65
A woman with small children should go to work only if the money is really needed	86	77
Strict, old-fashioned upbringing and discipline are still the best ways to raise children	77	68

*Two-part statement

Attitudes Toward Parenting

Consistent with their basic views. New Breed parents are less committed than Traditionalists to strict. old-fashioned upbringing and the role of the man as the main provider. And part of the bargain of being more self- and less child-oriented is the readiness of New Breed parents to expect nothing in return from their children.

There are also, however, some noteworthy signs of accommodation to the new values among Traditionalists. Only one in three (36%) believes that parents should maintain an unhappy marriage for the sake of the children and, like the New Breed, the large majority (64%) agree that parents deserve lives of their own even if this means spending less time with the children.

Raising Children

Both Traditionalists and New Breed parents feel basically good about the jobs that they are doing as parents. The Traditionalists, however, have higher expectations and aspirations for their children – and also feel guiltier when they can't buy the children everything they want.

THE TRANSMISSION OF VALUES TO CHILDREN

(Chart 23)

	Believe and Want Children to Believe	Have Doubts But Still Want to Teach to Children	Don't Believe and Don't Want to Pass on to Children
	%	%	%
It's not important to win, it's how the game is played	71	21	8
The only way to get ahead is hard work	65	31	3
Duty before pleasure	58	33	9
Any prejudice is morally wrong	51	33	15
There is life after death	51	27	21
Happiness is possible without money	50	36	13
Having sex outside of marriage is morally wrong	47	25	28
Everybody should save money even if it means doing without things right now	42	37	20
People are basically honest	37	47	16
My country right or wrong	34	41	24
People in authority know best	13	56	30

NOTE: Not sures not included

The Transmission of Values: New Breed Versus Traditionalists

In terms of their own lives, New Breed parents have firm beliefs which do not parallel many of the traditional beliefs by which they themselves were raised. When it comes to their children, however, they put their own new values aside and continue to pass on the same traditional American beliefs that have been transmitted from one generation to another. The children of the New Breed are being taught patriotism, the importance of saving, the need for hard work, respect for authority and that having sex outside of marriage is morally wrong, all of which their parents no longer believe themselves.

As the experts pointed out, children learn from what their parents do as well as from what they say. In practice, however, there is remarkably little difference in the values that the New Breed and the Traditionalists are trying to transmit to their children. The difference is that the Traditionalists believe in most of these values — and the New Breed have doubts but still want to pass the values on to their children.

THE TRANSMISSION OF VALUES TO CHILDREN
New Breed Versus Traditionalist Parents
(Chart 24)

	Traditionalists %	New Breed %
Duty before pleasure	91	89
It's not important to win, it's how the game is played	89	93
Happiness is possible without money	85	87
Any prejudice is morally wrong	83	85
There is life after death	81	74
Everyone should save money even if it means doing without things right now	79	77
My country right or wrong	77	72
People in authority know best	75	61
Having sex outside of marriage is morally wrong	71	72

Prejudices

Concern about passing on prejudices is not high on the list of parents' concerns. But when asked directly about this issue, two out of three parents indicate that they have some concern about passing on their own prejudices to their children. Among this group, fear of passing on racial prejudice is mentioned by 28%, religious prejudice by 10%.

PASSING ON PREJUDICES

(Chart 25)

Base: Worry About Passing on Prejudices — 67%

Parents worry about passing on to children prejudices toward:	%
Certain relatives	40
People of other races	28
Politicians	27
Certain kinds of food	25
Uneducated people	18
Certain kinds of music	15
Fat people	15
Rich people	12
People of other religions	10

Although a slim majority of the parents believe that there is a difference in the way parents should raise girls compared to boys, this attitude is clearly breaking down — even in practice.

For example, most parents today feel that it is as important for their daughters to be good in sports as for their sons to be. When it comes to college, the best student, regardless of sex, is the one who should have the opportunity to go.

Parental sex roles, however, continue along traditional lines. In most families, it is still the mother who is responsible for the house, the cooking, the shopping and the care of the children.

RAISING BOYS AND GIRLS

(Chart 26)

	Total Parents %	Traditionalists %	New Breed %
Parents can't use the same rules in raising boys and girls	54	59	47
Boys and girls should be raised differently	52	68	31
It's more important for boys than for girls to be good at sports	33	40	22

BOYS AND GIRLS SHOULD BE RAISED DIFFERENTLY

(Chart 27)

	Total Parents %	Fathers %	Mothers %
Agree	17	21	14
Agree partially	35	35	35
Disagree	42	40	44
Not sure	6	4	7

Raising Boys and Girls

By a slim majority, parents continue to believe that there is a difference in the way boys and girls should be raised. New Breed parents, however, reject this idea. (Fathers are more conventional in this respect than mothers.) The issue of whether or not boys and girls should be raised differently is one of the major areas of disagreement between parents, with four out of ten couples disagreeing on this position.

It is also a major area of disagreement between Traditionalists and the New Breed, with the latter taking a stronger posture on equal treatment.

Who Goes to College

Both mothers and fathers (the latter somewhat more reluctantly) agree that it's the best student, regardless of sex, who should get the chance to go to college. The great majority of New Breed parents believe that the best students should have college opportunities; only 10% would favor sending sons.

Characteristics Wanted in Sons and Daughters

Neither Traditionalists nor the New Breed make much distinction between the traits they see as most desirable in their sons compared to their daughters. Among the Traditionalists, there is some inclination to stress neatness for the girls, and trying hard to succeed and being good at sports for the boys.

The more interesting difference, however, is the relative importance of certain attributes to the Traditionalists compared to the New Breed.

Traditionalists place more emphasis for both their sons and their daughters on: good manners, neatness, masculinity/femininity, respect, being a good student and being good in sports.

WHICH CHILDREN SHOULD GO TO COLLEGE – THE SONS OR THE BEST STUDENTS?

(Chart 28)

	Total Parents	Fathers	Mothers	Traditionalists	New Breed
	%	%	%	%	%
Sons	31	37	25	45	10
Best students	65	58	70	53	83
Not sure	4	5	5	2	7

HOW PARENTS WANT THEIR CHILDREN TO BE
(Chart 29)

What are the most important characteristics parents want from sons? daughters?

	Traditionalists		New Breed	
	Sons %	Daughters %	Sons %	Daughters %
Have good manners	60	59	49	51
Be responsible	59	57	58	55
Be independent	35	34	42	40
Show respect for elders	56	50	44	42
Have good sense and judgment	54	57	61	61
Get along well with other children	48	47	35	38
Be neat and clean	43	52	35	44
Be good students	42	40	36	33
Try hard to succeed	40	34	32	30
Be obedient	37	35	27	29
Not be selfish nor always asking for things	36	40	35	37
Be masculine if the child is a boy	35	–	25	–
Be feminine if the child is a girl	–	42	–	27
Have interests and talents	28	33	29	32
Be good at sports	26	18	16	12
Enjoy competing	25	23	24	20

Mother-Father Roles

In their roles, mothers and fathers continue to distribute the responsibilities along traditional lines. It is still mother who does the shopping, prepares the meals, cleans the house, takes the children for checkups and stays home when the children are sick. In many families, parents feel both of them are responsible for some child raising duties, including discipline, speaking to the children's teachers if the children are in trouble and going to Open School Week. There is a somewhat greater sharing of what were traditionally the mother's responsibilities in households where mothers work full time or where the parents are members of the New Breed, but it is a limited division.

MOTHER VERSUS FATHER ROLES

(Chart 30)

Who is responsible?

	Mother %	Father %	Both (Volunteered) %
Prepare the meals	77	1	22
Stay home when children are sick	72	1	26
Shop for children's clothes	66	1	32
Clean the house	65	1	33
Take children for checkups	63	1	35
Go to Open School Week	22	1	76
Help the children with homework	20	5	72
Speak to teachers if children are in trouble	20	8	71
Decide on children's allowances	9	20	67
Discipline the children	7	9	83
Teach the children sports and how to ride bikes	4	36	57

NOTE: Not sures, neithers not shown

Most parents agree that raising children in today's world is a far from easy task but they feel that they have overcome the major hurdles and have learned to cope with the problems facing them.

But there is one major problem voiced by parents in every part of the country and from all socio-economic classes: Mothers and fathers express fears and anxieties about drugs and the serious threat they present to the welfare of their children and their families.

Inflation and the economy also make life difficult for parents. One out of four mothers and fathers acknowledges a sense of guilt at not being able to give his or her children all the things for which they ask.

And there is recognition by the parents of other factors in modern-day society that add to their problems in raising children successfully:

- Violence on television and its potential impact on children
- Advertising which encourages children to ask for things continually – a condition parents call the "gimmes"
- The popularity of snacks and the round of arguments about children eating between meals

Social Influences

Drugs top the list of social influences creating major anxieties among parents. This concern cuts across all groups of parents — but it is most likely to be mentioned by lower income families (40%), minority groups (39%) and single parents (42%).

Other social influences causing parents concern include permissiveness, broken marriages, crime and the economy. Compared to these, even factors such as pornography, affluence, advertising and integration tend to be discounted as sources of difficulties.

MAJOR INFLUENCES IN SOCIETY WHICH MAKE IT HARD TO RAISE CHILDREN

(Chart 31)

	%
Drugs	34
Broken marriages	28
Inflation	28
Permissiveness in child raising	27
Crime and violence in the streets	25
Both parents having to work to get along financially	25
Breakdown of traditional values	22
Decline of religion	18
Parents being more selfish and less willing to sacrifice for their children	17
Insecurity about jobs and unemployment	16
Television	14
Quality of education	14

Personal Concerns and Mistakes

Each of the parents interviewed was given a deck of 48 cards and asked to put in one pile those which best described his or her own personal concerns. The items on the cards ran the gamut, from expectations, parental roles, aspirations for the children, disappointments and self-esteem to family relationships.

The ten concerns selected most frequently by the parents centered on their own shortcomings and the impact of television violence on children. The children eating nonnutritious food was also considered a problem. In terms of their own shortcomings, the parents' concerns fell into three major categories:

- Being too permissive
- Feeling insecure and guilty
- Expecting too much from the children

TEN MAJOR PERSONAL CONCERNS ABOUT RAISING CHILDREN
From a List of 48 Possible Concerns
(Chart 32)

	%
Giving into children more often than should	37
Children seeing so much violence on television	34
Children eating too much nonnutritious food	33
Feeling insecure about whether or not doing right things in raising children	32
Not spending as much time as should with children	32
Wanting children to be outstanding	31
Wanting sons to be "real" men — not sissies	28
Setting a bad example by smoking	28
Feeling guilty when can't give children something they want	22
Expecting more than should from children	21

MAJOR PERSONAL CONCERNS IN RAISING CHILDREN

Views of Selected Subgroups

(Chart 33)

	Minority Parents %	Total Parents %
Desire for children to be outstanding	37	31
Give in to children more than they should	19	37
Children eat too much nonnutritious food	23	33
Children will be mugged or raped	17	11

	Single Parents %	Other Parents %
They don't spend enough time with the children	37	31
Whether they are doing the right things in raising their children	41	31
They are not doing as good a job as their own parents did in raising their children	26	16

	Fathers %	Mothers %
Insecure about doing the right things with the children	25	39
They don't spend enough time with the children	39	25
They give in to the children more than they should	31	43

	Working Mothers %	Nonworking Mothers %
They don't spend enough time with the children	41	19
Children want things parents can't afford to give them	16	23

	Lower Income (Under $12,000) %	Middle Income ($12,000-19,999) %	Upper Income ($20,000 and Over) %
Want children to be outstanding	35	29	26
Children want things parents can't afford to give them	30	17	14
They don't spend enough time with the children	29	31	37

Some of these concerns are more on the minds of particular groups of parents than others:

- Traditionalists are more concerned than the New Breed about not being able to give their children what they want (Traditionalists, 26%; New Breed, 17%)
- Traditionalists also worry more about their children being outstanding (Traditionalists, 36%; New Breed, 24%)

Working mothers differ somewhat from nonworking mothers:

- They feel less guilty about not giving the children everything they want (working mothers, 16%; nonworking mothers, 23%)
- They are more likely to worry that they don't spend enough time with the children (working mothers, 41%; nonworking mothers, 19%)

Then there are also the differences between fathers and mothers. Fathers are:

- Less insecure about doing the right thing as parents (fathers, 25%; mothers, 39%)
- Not as likely to give in to their children more often than they should (fathers, 31%; mothers, 43%)

Compared to middle and upper income parents, lower income parents expressed more concern about:

- Wanting their children to be outstanding (lower income, 35%; middle income, 29%; upper income, 26%)
- Having guilt feelings when their children want things they can't afford (lower income, 30%; middle income, 17%; upper income, 14%)

Minority parents expressed more concern than most parents about:

- Their desires for their children to be outstanding (minority parents, 37%; total parents, 31%)
- Their fears that their children will be mugged or raped (minority parents, 17%; total parents, 11%)

Single parents also differ considerably from other parents. Single parents are:

- More insecure about doing the right things in raising their children (single parents, 41%; other parents, 31%)
- More likely to feel they don't spend enough time with their children (single parents, 37%; other parents, 31%)

TEN MAJOR NAGGING PROBLEMS IN RAISING CHILDREN WHO ARE 12 YEARS OR UNDER

(Chart 34)

	Total Parents %	Parents Having Only Children Under 6 Years %	All Others* %
Children filling up with snacks between meals	32	28	34
Children crying and whining	30	42	24
Children not eating what they should	27	27	27
Children always asking for things they see advertised	26	23	28
Children being irresponsible – not doing their chores	26	6	36
Children talking back and being disrespectful	26	20	29
Children having temper tantrums	24	35	18
Children watching too much television	23	9	30
Children not going to bed on time	23	21	24
Children not telling the truth	16	12	19

*Includes parents who have children over six years regardless of whether or not they also have children under six years

Children-created Problems

Then there are the nagging problems created by the children — the kinds of things that irritate parents, create tensions and generate arguments:

- *Eating habits:* both the prevalence of between-meal snacking (32%) and children's refusal to eat what they should (27%)
- *Bad-tempered behavior:* children crying and whining (30% among all parents — but 42% among parents of younger children) and having temper tantrums (24%)
- *The "gimmes":* children asking for things they see advertised (26%)
- *Disrespect and irresponsibility:* children talking back (26%), not doing their chores (26%) and not coming home when supposed to (10%)
- *Television:* children spending too much time in front of the set (23%)
- *Bedtime:* children not going to bed on time (23%)
- *Falsehood:* children not telling the truth (16%)

SUBJECTS PARENTS FIND HARD TO DISCUSS WITH CHILDREN
(Chart 35)

Base: Have trouble discussing some subjects with children

	Total %	Traditionalists %	New Breed %
Homosexuality	45	49	39
Death	42	41	41
Sex	42	45	33
Family problems	25	27	22
Own shortcomings	24	17	36
Money	22	24	19
Own feelings	21	18	27
Smoking	15	14	16
Illegal drugs	13	15	12
Drinking	12	11	12
Religion	10	8	11
Sickness	9	10	8

Two out of three parents agree that they have problems communicating with their children, especially on certain sensitive topics: homosexuality, death, sex, their own feelings, family problems, money.

Interestingly, New Breed parents with their accent on openness, find it easier than Traditionalists to discuss with their children subjects such as homosexuality and sex — but harder to discuss their own feelings or shortcomings. Minority parents find it more difficult to discuss death, sex and money.

SUBJECTS PARENTS FIND HARD TO DISCUSS WITH CHILDREN
Minority Parents
(Chart 36)

	Minority Parents %	Total Parents %
Death	39	28
Sex	35	28
Money matters	23	15

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Discipline among the parents is a reflection of other things:

- The level of self-confidence of the parent
- The acceptance of the "different" child
- The basic value structure of the mothers and fathers

New Breed parents are less likely to use physical punishment or material rewards with their children. They appear to have less interest in "controlling" their children but on the other hand, they claim to have more self-control in dealing with them.

Strict disciplinarians are the most likely of all parents to punish their children more than is warranted and to be inconsistent in disciplining their children.

Three Approaches to Discipline

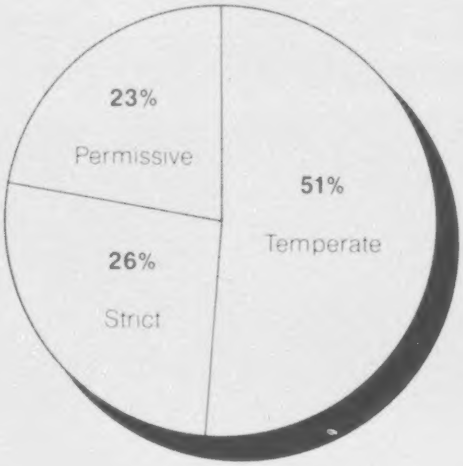
Today's parents can be divided into three groups on the basis of their approaches to and feelings about discipline*:

The Permissive: This group represents 23% of the parents. They recognize themselves as being less strict than most parents, reject the idea that old-fashioned discipline is the best way to raise children and question whether a good spanking is the best way to teach a child the difference between right and wrong.

The Strict: More than one out of four parents (26%) are on the opposite side in this argument about discipline. The Strict adhere to old-fashioned discipline and not sparing the rod, and take pride in their antipermissive attitudes.

The Temperate: In the middle of the debate are the majority of the parents (51%) — not ready to accept either the ideas of the Permissive or the philosophy and attitudes of the Strict.

THREE APPROACHES TO DISCIPLINE
(Chart 37)



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*Index is based on responses to three questions including self-appraisal attitude towards old-fashioned discipline and physical punishment.

PROFILES OF PARENTS WITH THREE APPROACHES TO DISCIPLINE

(Chart 38)

	Permissive %	Temperate %	Strict %
Backgrounds			
Under 35 years	63	58	51
Fathers	48	43	55
Mothers	52	57	45
Single parents	9	13	10
Three or more children	36	36	41
Standard of living better than a year ago	40	31	27
Minority	10	19	12
Very Important Personal Values			
Hard work	56	61	68
Religion	44	52	60
Saving money	43	50	51
Having children	38	42	51
Value Changes They Would Welcome			
More emphasis on traditional family ties	69	77	82
More acceptance of rights of children to be different	78	64	61
Views on Parenting			
Feel good about the job they are doing in raising their children	68	64	56
Believe parents should sacrifice to give their children the best	58	74	73
Believe it's up to the man to be the main provider in the family	54	78	84
Believe the same rules can't be used in raising girls and boys	47	56	59
Are satisfied with the fun and enjoyment received from being parents	38	35	28
Believe children are not as happy today as when parents were children	31	33	49
Believe children have an obligation to their parents for everything the parents have done for them	20	34	35

Backgrounds, personal values and views on parenting separate the three groups of parents with their diverse views on discipline.

Permissive parents are distinguished by their youth and their positive financial status. Among this group, 40% indicate that their standards of living are better now than they were a year ago. They place less value on religion, children and family than other parents. On the other hand, they feel good about the job they are doing as parents and are less willing than other parents to admit that their children are not as happy as previous generations. They are less prepared than other parents to sacrifice for their children but they are least apt to expect help from their children in the future.

Minority parents also tend to be permissive or laissez faire in the way they raise their children and are less likely to have scolded (minority, 34%; total parents, 52%) or spanked (minority, 44%; total, 50%) their children in the last few months.

Strict parents are more likely to be older and less well-off financially. They are the most child-oriented, most demanding and least secure of all parents. And religion and strictness in raising children go hand in hand.

The Temperate are the mainstream parents, ready to sacrifice for their children, still linked to many of the old values and with a strong commitment to traditional family ties, but placing less emphasis on having children as a personal value than the Strict.

WHICH PARENT IS USUALLY THE DISCIPLINARIAN?
(Chart 39)

	Total Parents %	Fathers %	Mothers %
Father	24	34	14
Mother	35	17	50
Both	40	47	34

WHICH PARENT HAS THE MORE PATIENCE?
(Chart 40)

	Total Parents %	Fathers %	Mothers %
Father	32	38	27
Mother	45	37	52
Both	18	22	15

NOTE: Not sures, neithers not shown

MAJOR DISCIPLINARY MEASURES
(Chart 41)

	%
Parents have recently:	
Yelled at or scolded the children	52
Spanked them	50
Made them stay in their rooms	38
Didn't allow them to go out to play	32
Didn't let them watch television	25
Made them go to bed	23
Threatened them	15
Gave them extra chores	12
Took away their allowances	9

New Breed Versus Traditionalists

A majority of New Breed parents (57%) are Permissive. Both the Temperate (58%) and the Strict (60%) are Traditionalists.

Fathers Versus Mothers

Fathers like to think of themselves as being both disciplinarians and the more patient parents. The consensus among parents, however, is that it is actually the mothers who are both.

Disciplinary Measures

Beyond yelling and scolding, spanking is still the principle form of punishment in most families with children under 13 years of age. One out of two agrees that he or she has spanked his children in the last few months. This is less true, however, among the Permissive. In this group, 39% have spanked their children, compared to 50% of the Temperate and 59% of the Strict. Younger parents are more likely to spank their children than are parents over 35 who are apt to use "adult" methods of disciplining their children.

ANGER AND INCONSISTENCY IN DISCIPLINING CHILDREN

(Chart 42)

	Total %	Single Parents %	Strict %	Temperate %	Permissive %
Have often or sometimes lost control and punished children more than they deserved	33	41	39	32	26
Are frequently or occasionally inconsistent in disciplining children	57	71	62	57	46

PUNISHMENTS AND REWARDS IN LAST FEW MONTHS

Views of Selected Subgroups

(Chart 43)

	Under $12,000 %	$12,000-19,999 %	$20,000 and Over %
Disciplinary Measures and Rewards by Parents at Various Income Levels:			
Kissed or hugged children	68	74	75
Spanked children	56	51	39
Yelled at or scolded children	46	53	61
Made children stay in rooms	29	39	49
Didn't allow children to play	28	31	40
Gave children extra money or allowances	14	19	29

	Parents Under 35 Years %	Parents 35 Years and Over %
Disciplinary Measures and Rewards by Parents at Two Age Levels:		
Kissed or hugged children	79	61
Spanked children	60	37
Yelled or scolded children	54	50
Gave children something special to eat	30	20
Didn't allow children to play	28	38
Didn't let children watch television	21	30
Gave children extra money or allowances	13	29

Anger and Inconsistency

The fathers and mothers who are most likely to say that they have lost control recently and punished their children more than the children deserved are the strict disciplinarians. They are also the most inconsistent. Working mothers indicate that they see themselves as inconsistent in disciplining their children (working mothers, 61%; nonworking mothers, 53%). Reflecting, perhaps, the additional strains of raising children alone, single parents (41%) are also more likely to have lost control and punished children more than they deserved than are parents as a whole (33%).

Rewards

On the opposite side of the coin is the matter of rewards. Here the parents are remarkably alike — with the main rewards for very good behavior, aside from a kiss or a hug, being:

- Taking the childen someplace special (48%)
- Buying them something special (40%)
- Giving them something special to eat (26%)
- Giving them money (20%)
- Letting them watch extra television (20%)

Parents who are strictest about punishment are also somewhat more likely to give material rewards than are Permissive parents:

- Give children extra money (Strict, 24%; Permissive, 15%)
- Allow children to watch extra television (Strict, 22%; Permissive, 17%)
- Buy children something special (Strict, 46%; Permissive, 39%)

Younger parents (under 35 years) are demonstrative — 79% have hugged or kissed their children recently — and unlikely to use material rewards — only 13% have rewarded children with money in the last few months.

ISSUES

Young parents today are faced with many controversial issues and decisions. Here is how they stand on many of them:

Crime

Most parents agree that it is best to discuss subjects such as crime and rape with their children. Lower income and minority parents are somewhat more ambivalent, with the majority of each group preferring not to discuss such things with their children.

Medicine

The majority of parents agree that checkups are essential and that it is not enough to take children to the doctor only when they are sick. Among minority parents, however, more than a third (36%) do not feel that it is necessary to inoculate children against polio as they believe the disease has been conquered. A number of groups of parents are also leaning to the idea that it is up to the government to see to it that children are inoculated against disease. Among single parents, 40%, and among minority parents, 39%, feel this way.

PARENTS' ATTITUDES ON IMPORTANT ISSUES

(Chart 44)

	Agree or Agree Partially %
Crime	
In order not to frighten children, don't discuss danger of rape, muggings	
Total parents	**44**
Minority parents	50
Lower income parents	52
Medicine	
There's no reason to inoculate against polio; the disease has been conquered	
Total parents	**16**
Minority parents	36
The government has the main responsibility to see to it that children are inoculated	
Total parents	**27**
Minority parents	39
Single parents	40
Checkups are essential even when children are healthy	
Total parents	**77**
Minority parents	69

PARENTS' ATTITUDES ON IMPORTANT ISSUES

(Chart 44A)

	Agree or Agree Partially %
Overweight	
Is not a problem: children outgrow it	
Total parents	**38**
College graduates	26
Minority parents	50
Education	
Parents don't count on schools to teach children to read and write	
Total parents	**42**
Minority parents	53
Schools should discipline children when they behave badly	
Total parents	**81**
Minority parents	73
Money	
Children should not be told about their parents financial problems	
Total parents	**55**
Lower income parents	61
Middle income parents	55
Upper income parents	43

Overweight

The majority of parents (62%) are concerned about overweight in children; this is particularly true of college graduates (74%). However, among minority parents, one out of two (50%) feels that a child's being overweight is not a problem and that the child will outgrow it.

Education

About four out of ten parents agree that one can't count on the schools to teach children how to read and write any more. When children misbehave in school, 81% of the parents say that the school should have the right to discipline the children.

Money

More than one out of two parents (55%) believe that children should not be told about their parents' financial problems. This belief is most widely held by parents most likely to have financial problems—lower income parents (61%).

PARENTS' ATTITUDES ON IMPORTANT ISSUES

(Chart 44B)

	Agree or Agree Partially %
Day Care	
Parents can never be sure of how well children are being cared for in day-care centers	
Total parents	**51**
Fathers	54
Mothers	50
Working mothers	42
Minority parents	59
Government is responsible to see that children have good day care if mother works	
Total parents	**22**
Fathers	21
Mothers	24
Working mothers	25
Minority parents	34
Nutrition Labeling	
Make it a point to check labels for nutrition information	
Total parents	**49**
College graduates	57
Sex Roles for Children	
It's more important to send sons than daughters to college, no matter who are better students	
Total parents	**31**
Fathers	37
Mothers	25
Working mothers	21
Minority parents	41
It's more important for boys than for girls to be good at sports	
Total parents	**33**
Fathers	41
Mothers	28
Working mothers	26
Minority parents	41

Day Care

Parents split, not on the issue of day care, but on what it delivers. One out of two feels parents can never be sure how well children will be treated in a day-care center, and this view is held by 59% of minority parents. Twenty-two percent of total parents and 34% of minority parents believe it is the government's responsibility to provide good day care for the children of working mothers.

Nutrition Labeling

Parents are also divided on the subject of nutrition labeling. One out of two makes it a point to check labels for nutrition information; an equal number feel that there is too much talk these days about what is good and isn't good for children. Feelings about nutrition information do not vary significantly with income or value structure; only college graduates are more likely to check nutrition labeling.

Sex Roles for Children

Mothers and fathers disagree about the sex roles of their children. Fathers are more likely to take the traditional position, emphasizing the greater importance of a college education and of being good at sports for boys. Mothers, on the other hand, are more likely to take an egalitarian position. Minority parents, both mothers and fathers, are more likely to take the traditional view.

Working Mothers

Even in this age of the women's movement, the question of working mothers is still far from being resolved. The great majority of parents, both mothers and fathers, believe that a mother of young children should not work unless the money is needed. Consistent with this view, most of the parents do not agree with the idea that the children of working mothers are more independent, more responsible or better off. Among all parents, 69% believe that the children are worse off. Only working mothers split evenly on the question, with 49% saying the children are better off and 48% believing they are not as well off.

PARENTS' ATTITUDES ON IMPORTANT ISSUES

(Chart 44C)

	Agree or Agree Partially %
Mothers Going to Work	
Mothers with small children should go to work only if the money is really needed	
Total parents	**82**
Fathers	81
Mothers	83
Working mothers	75
Sometimes mothers must work but children are better off when mothers don't	
Total parents	**69**
Fathers whose wives work full time	68
Fathers whose wives do not work full time	75
Mothers who work full time	48
Mothers who do not work full time	73

Toys and Toy Safety

Almost half of parents (46%) say that they try to buy educational toys for their children rather than just buying toys the children will like. This pattern is most noticeable among minority parents and parents who are college graduates – a majority of whom say they prefer educational toys.

When it comes to toy safety, the majority of parents (56%) say that it is their responsibility, rather than the government's, to see to it that children have safe toys.

PARENTS' ATTITUDES ON IMPORTANT ISSUES

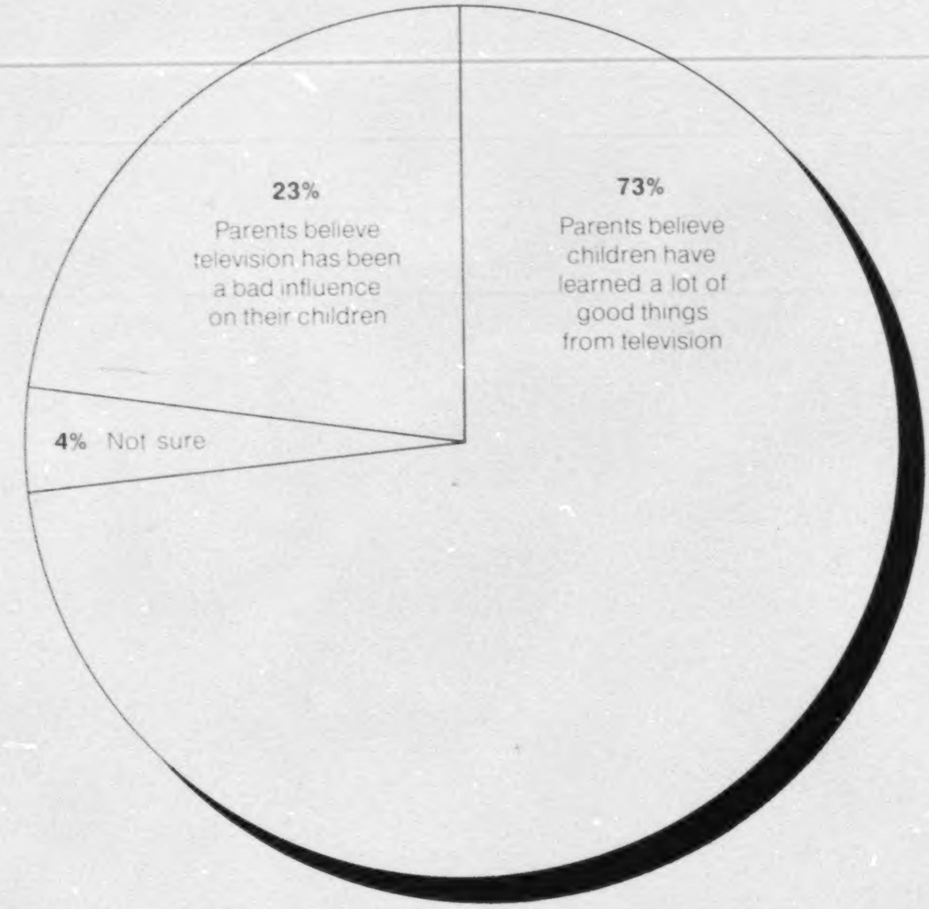
(Chart 44D)

	Agree or Agree Partially %
Toys and Toy Safety	
Try to buy educational toys rather than just buying toys the children will like	
Total parents	**46**
Single parents	39
College graduates	53
Minority parents	56
The government is responsible to see to it that children have safe toys	
Total parents	**40**

Television is among the more controversial issues with parents. There are concerns about violence on the screen. There are arguments about how much television children should watch. But when all is said and done, by a vote of three to one, parents (73%) believe that their children have learned many good things from television while 23% believe it has been a bad influence.

TELEVISION AND CHILDREN

(Chart 45)



Regardless of their views on parenting and their own personal outlooks, most American parents find it difficult to seek outside the home for professional advice, even under such serious circumstances as children running away from home or being in trouble with the police. The majority try to work things out by themselves.

Seeking Advice

For most parents, the thought of seeking outside advice for the behavioral problems of their children is still a foreign idea. Whether the children are having social problems, are manifestly unhappy, are in trouble with the police or are smoking marijuana, the instincts of the parents are to try to handle the situations by themselves. But when children do badly in school, parents turn to the teachers.

Fathers are most disposed to work out these situations at home; mothers are somewhat more willing to seek outside advice. An example: If the children were in trouble with the police, only 34% of the fathers compared to 53% of the mothers would look elsewhere for help.

The parents' own views on child raising have little to do with their readiness to look for advice and guidance in the most difficult situations. If children ran away from home, 56% of the Traditional parents and 55% of the New Breed would attempt to work out the situation by themselves.

WHEN PARENTS SEEK ADVICE IN RAISING CHILDREN

(Chart 46)

	Handle Alone	Ask for Advice*
	%	%
What Parents Would Do If Children:		
Were very unhappy	82	17
Couldn't get along with other children	71	28
Were caught shoplifting	64	35
Were smoking marijuana	62	36
Had run away from home	56	43
Were in trouble with police	55	44
Were doing badly in school	46	53

NOTE: Not sure not shown

*Would ask for advice from other than spouse

Where Parents Turn for Advice

Once they are ready to seek advice for special behavioral problems or to insure their children's psychological well-being, parents look to the schools, family doctors, priests, ministers or rabbis or professional child psychologists for help. Social agencies, social workers and clinics are not as likely to be sought out under these circumstances. Among friends and relatives, only grandparents are apt to be asked to become involved, and even then on a minimal basis.

WHERE PARENTS WOULD BE MOST AND LEAST LIKELY TO SEEK ADVICE

(Chart 47)

	Most Likely %	Least Likely %
Children's teachers	49	9
Family physicians	35	12
Priests/ministers/rabbis	37	18
Child psychologists	34	18
School principals	28	15
Own parents	27	24
Juvenile authorities	26	24
Family agencies	17	23
Friends	28	36
Social workers	15	27
Local clinics	10	28
Relatives	17	42

Interest in Education on Parenting

While reluctant to turn to outside agencies and professionals for help, American parents recognize their own needs in dealing with many of the basic problems in raising children. The problem areas singled out by parents as ones where they felt need for classes and instruction:

- Dealing with drug problems (49%)
- Understanding new teaching methods in the classroom (42%)
- Convincing children not to smoke (37%)
- Handling problems of discipline (36%)
- Solving problems of being parents (34%)
- Dealing with medical problems (34%)
- Feeding children nutritiously (32%)
- Teaching children religion (32%)
- Teaching children about sex (31%)
- Balancing the budget (27%)
- Finding leisure activities for parents (18%)

Among the parents who indicate the greatest needs for help in every one of these areas are the single parents and parents from minority races.

Willingness to Have Children

Summing up all of their feelings about being parents, 90% of the mothers and fathers agree that if they had to do it again, they would still have children.

The response to this question was very similar for Traditionalists (92%) and the New Breed (89%). Most doubts were expressed by minority parents and single parents. Among the former, only 72% said that they were sure they would still have children if they had to do it all over again, among the latter only 73% agreed.

Family Size

Among those who would have children again, 9% would like to have one child; 41%, two children; 45%, three or more children and 5% are not sure.

IF YOU HAD IT TO DO AGAIN — WOULD YOU STILL HAVE CHILDREN?
(Chart 48)

	Yes! %
All parents	90
Fathers	91
Nonworking mothers	90
Working mothers	83
Single parents	73
Minority parents	72

DETAILS: THE CHILDREN

VIEWS ON THEIR WORLD

In a period of social change, the children reflect the fact that parents are consciously passing on to them many of the values which the parents themselves question.

Children like their mothers because they are good cooks and housekeepers; they like their fathers because they spend time with them and earn money. The majority still believe that parents should sacrifice for their children. Their one concession is the right of mothers to work. Children of the New Breed are somewhat less traditional – agreeing, for example, that parents should separate if they are not happy.

And New Breed children feel less pressure from their parents to be outstanding, reflecting in this sense the new values.

The results in the following tables are based upon interviews with children between the ages of 6 and 12 living in households in which parents were also interviewed.

WHAT CHILDREN LIKE A LOT

(Chart 49)

	Total %	Boys %	Girls %
Their homes	79	75	83
Visiting relatives	76	71	82
Their teachers	65	61	69
Children in their classes	65	62	68
Their neighborhoods	65	64	66
Their schools	52	49	55
Their school principals	52	51	54
Going to church or synagogue	48	39	56
Playing with older children	46	52	40
Playing with children of different races	36	35	37
Playing with younger children	32	28	37
Helping around the house	27	24	31

Outlooks

Most of the children appear to be happy with their lives — expressing satisfaction with their schools, neighborhoods, homes and friends.

Minority children are less satisfied with their surroundings but are more likely than other children to enjoy playing with friends of other races.

Parents' values have little influence on their children's likes and dislikes — with one exception. More children of New Breed parents like to play with children of other races (40%) than do the children of Traditionalists (34%).

Children's Views on Parenting

The children's views on parenting are traditional — except in one respect. Both boys and girls believe that it is all right for their mothers to go to work if they want (76%).

The children are ambivalent about parents separating if they are not happy, consider cooking their mothers' job and think it is all right for parents to spank their children. Smoking by parents is frowned on — but more see it as permissible for fathers to smoke than for mothers.

The outlook of the parents is reflected to some extent in their children's views. New Breed children agree that parents should separate if they are not happy (58%) while only a minority of the children of the Traditionalists are willing to support the idea (47%). And New Breed children believe it is all right for parents to vacation without their children (52%), while the children of Traditionalists disagree (39%).

CHILDREN'S VIEWS ON PARENTING

(Chart 50)

Agree:	Total %	Children of Traditionalists %	Children of New Breed %
It's all right for mothers to smoke cigarettes	24	20	30
It's all right for fathers to smoke	36	38	33
It's all right for parents to vacation without children	44	39	52
Parents should separate if they are not happy	49	47	58
It's the mother's job, not father's, to cook and clean	63	67	61
It's all right for parents to spank their children	75	80	72
Mothers should go to work if they want	76	76	78

The boys are more materialistic than the girls. Among the boys, 51% put money ahead of self-fulfillment; among the girls, 65% place doing whatever they want to do when they grow up ahead of being rich and successful.

There is less difference in the attitudes of children of the New Breed and of Traditionalists. Both groups put self-fulfillment first (New Breed, 59%; Traditionalist, 55%).

WHAT DO YOU WANT WHEN YOU GROW UP?

(Chart 51)

	Total Children %	Boys %	Girls %
Earn a lot of money, be rich	42	51	33
Be whatever want to be	56	47	65
Not sure	2	2	2

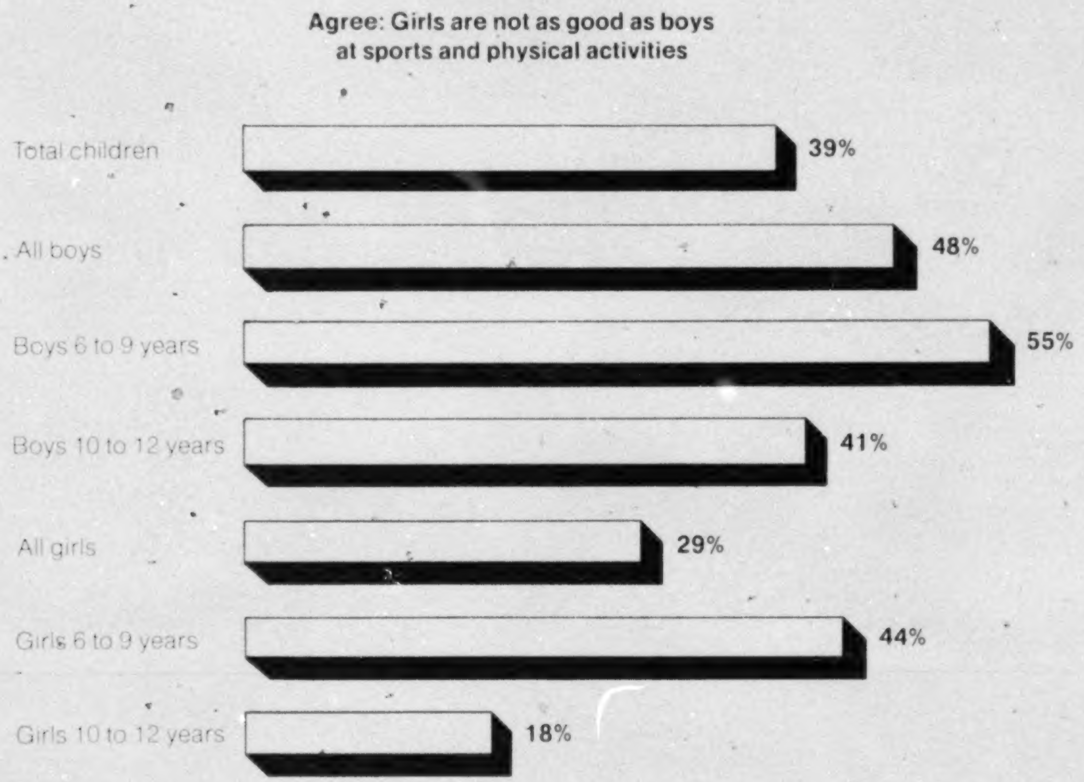
Sex Roles

Among the children, some sex stereotypes are blurring, others remain. It is boys from six to nine who are most likely to agree that girls are not as good at sports and physical activities as boys. Among New Breed children, 33% feel that girls are not as good at sports as boys; among the Traditionalists, 45%.

When queried about their favorite school subjects, a low 34% of the girls chose science, while 74% of the boys said drawing was their favorite.

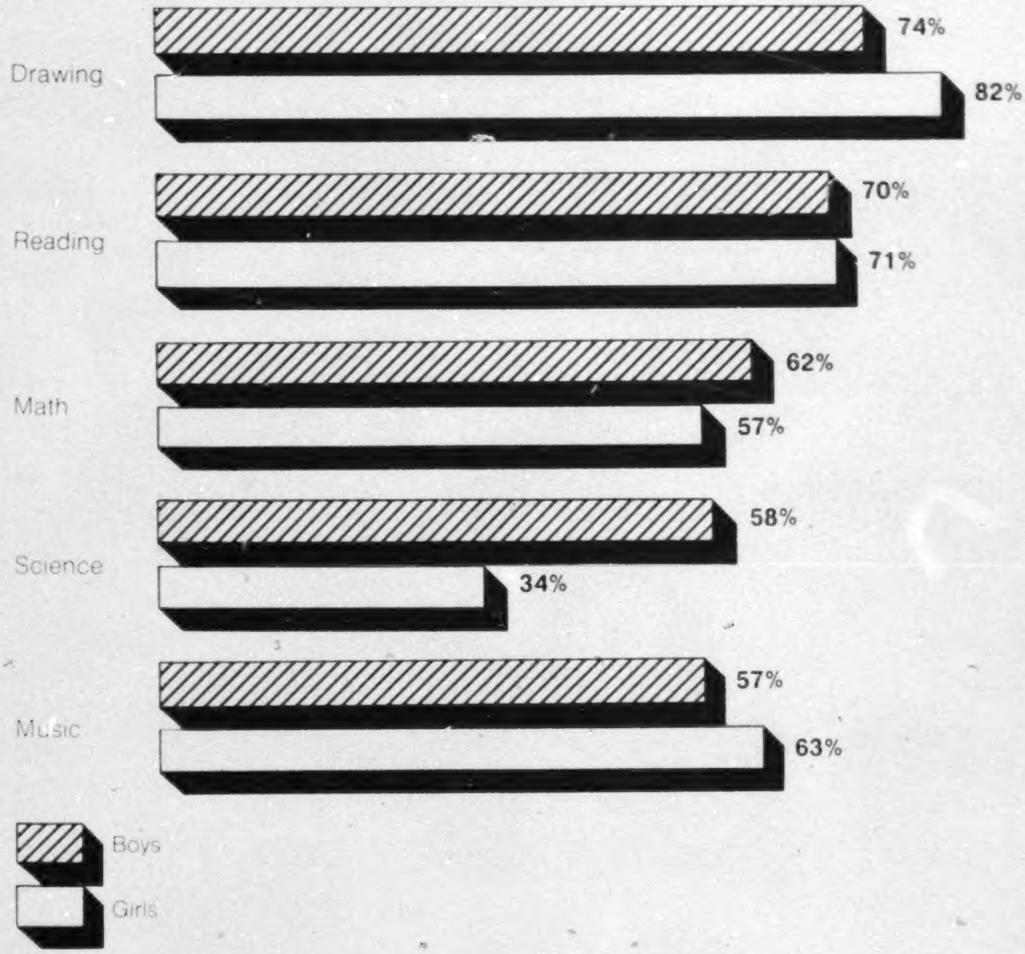
BOYS VERSUS GIRLS

(Chart 52)



CHILDREN'S FAVORITE SUBJECTS AT SCHOOL

(Chart 53)



Problems

Children agree with their parents that television and the "gimmes" are among the main sources of friction in the household but they put arguments about chores at the top of the list.

New Breed children are just as likely to argue with their parents about things like homework, grades and table manners as their peers who are brought up by stricter, more traditional parents.

SOURCES OF ARGUMENTS WITH PARENTS
Children of the New Breed Versus Children of Traditionalists
(Chart 54)

	New Breed %	Traditionalists %
Argue a lot, sometimes about:		
Doing chores around the house	78	69
Things they want parents to buy for them	67	68
Television programs	66	62
What to wear	50	55
Doing homework	48	50
Not telling parents where they are going	48	46
Their table manners	45	46
Their ideas	42	42
Their grades in school	38	41
The way they spend their allowances	35	35
Who their friends are	35	26

Complaints

The children's complaints about their parents mirror many of the complaints of the parents about their children.

New Breed children suggest that their permissive parents may be faster to spank or hit their children than are the more traditional parents. On the other hand, New Breed children have fewer complaints about not being able to eat snacks or get the things they want.

THE CHILDREN'S COMPLAINTS ABOUT THEIR PARENTS

(Chart 55)

	New Breed %	Traditionalists %
Parents make children eat food they don't like	57	60
Parents make them turn off television	57	55
Parents punish them unfairly	39	34
Parents criticize their friends	35	28
Parents hit them when they shouldn't	34	31
Parents don't let them eat snacks	31	42
Parents don't buy children what they see advertised	27	35
Parents make fun of them in front of others	26	23
Parents take away the children's allowances	22	21
Parents don't spend enough time with the children	20	21
Parents argue too much about money	16	22

Expectations

New Breed children feel less pressure from their parents to excel in school, to be popular or to be outstanding in other ways among their peers.

CHILDREN'S VIEWS OF PARENTS' EXPECTATIONS OF THEM

(Chart 56)

	Total	New Breed	Traditionalists
	%	%	%
Very important that they:			
Do well in school	75	66	80
Go to college	56	54	57
Go to church or synagogue	50	42	55
Set an example for other children	38	37	38
Save money	38	37	37
Be the best in the class	30	21	36
Be popular	25	20	28
Be good at sports	24	23	26
Win at games	12	7	16

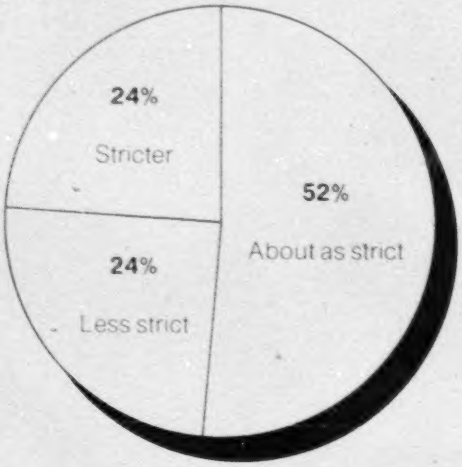
Discipline

The parents' ideas about discipline are communicated to the children. Children whose parents this study designates as Strict are far more likely to see their parents as stricter than their friends'. In these households, too, the fathers are regarded as the real disciplinarians.

It is also the children whose parents are strictest who in turn are most likely to say that they will be even stricter when raising their own children.

HOW STRICT ARE PARENTS AS COMPARED TO FRIENDS' PARENTS?

(Chart 57)



CHILDREN'S VIEWS ON DISCIPLINE

(Chart 58)

	Have Permissive Parents %	Have Temperate Parents %	Have Strict Parents %
Parents are stricter than friends' parents	24	18	35
Fathers are stricter than mothers	33	31	46
Will be stricter with own children than parents are with them	29	28	36

Acquaintance with Children in Trouble

Children, particularly those between the ages of ten and twelve, are exposed to many social problems through contact with their peers. Among ten- to twelve-year-old children, 25% know children who use drugs, 62% know children who have taken something that didn't belong to them, 44% know children who have been in trouble with the police and 28% know children who have run away from home. About 15% volunteered that they had been in similar kinds of trouble.

ACQUAINTANCE WITH CHILDREN IN TROUBLE
(Chart 59)

	Total Children	Children 10 to 12 Years
	%	%
Know children who have:		
Taken something that didn't belong to them	53	62
Tried cigarettes	50	64
Played hookey	44	58
Been in trouble with the police	37	44
Run away from home	21	28
Tried marijuana or other drugs	17	25

Where Children Turn for Help

One out of four children would try to keep it from his or her parents if he were in trouble in school, and among children whose parents earn more than $20,000 a year, the number climbs to one in three (33%). The children of Permissive parents are more likely to turn to their parents (82%) than are the children of Temperate or Strict parents (75%).

WHAT WOULD CHILDREN DO IF THEY WERE IN TROUBLE AT SCHOOL?

(Chart 60)

	Total Children	Parents' Income Under $12,000	Parents' Income $12,000-19,999	Parents' Income $20,000 and Over
	%	%	%	%
Tell parents	77	83	76	67
Not tell parents unless had to	23	17	24	33

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Communication Problems

Next to their friends, children find it easiest to communicate with their mothers. The people with whom they find it hardest to communicate are school principals (46%); teachers (41%); doctors (34%) and members of the clergy (32%).

PEOPLE WITH WHOM CHILDREN FIND IT HARD TO COMMUNICATE

(Chart 61)

	%
Principals	46
Teachers	41
Doctors	34
Priests/ministers/rabbis	32
Fathers	27
Brothers	22
Sisters	18
Mothers	16
Friends	11

When asked what things they liked most about their mothers and fathers, these traditional thoughts were the most frequently volunteered responses.

About Mothers:

- They are good cooks and housekeepers
- They buy things for children and give them money
- They are nice
- They help children do things

About Fathers:

- They take children places
- They spend time with their children
- They earn money for the family
- They buy children things

The children of minority parents are different from other children in several important ways:

- Minority children enjoy playing with children of different races more than other children do, but they like most other aspects of their physical and social environment less — including the houses they live in, their schools, neighborhoods and the children in them, and children in their classes at school
- Minority children are also more likely to feel the pressures of their parents' expectations of them to excel in school, in sports and in other areas of life

WHAT MINORITY CHILDREN LIKE A LOT

(Chart 62)

	Minority Children %	Other Children %
Their teachers	53	65
Children in their classes	52	65
Their school principals	42	52
Their homes	61	79
Their neighborhoods	52	65
Children in their neighborhoods	72	85
Playing with children of other races	47	36

MINORITY CHILDREN'S VIEWS OF PARENTS' EXPECTATIONS OF THEM

(Chart 63)

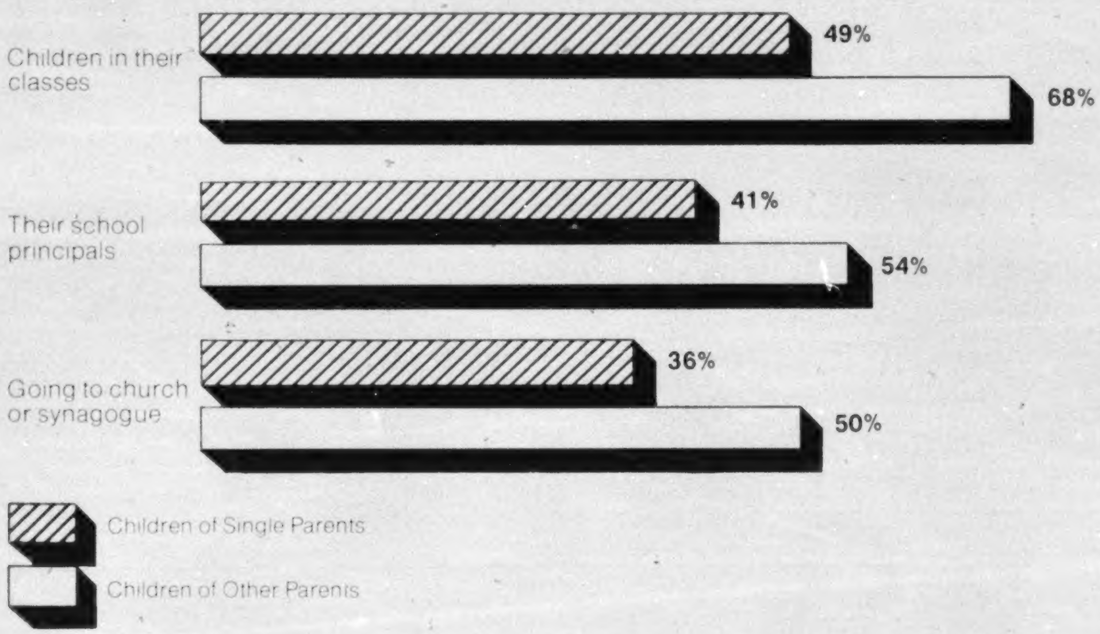
	Minority Children %	Other Children %
Very important that they:		
Do well in school	90	75
Go to college	78	56
Set an example for other children	44	38
Save money	49	38
Be the best in the class	39	30
Be good at sports	39	24
Win at games	20	12

The children of single parents appear to have more problems in their relationships with other people than their counterparts in two-parent families:

- They are less likely to get along with other children in their neighborhoods
- They are less likely to like fellow students at school
- They are more likely to argue with their parents about a variety of topics

WHAT CHILDREN OF SINGLE PARENTS LIKE A LOT

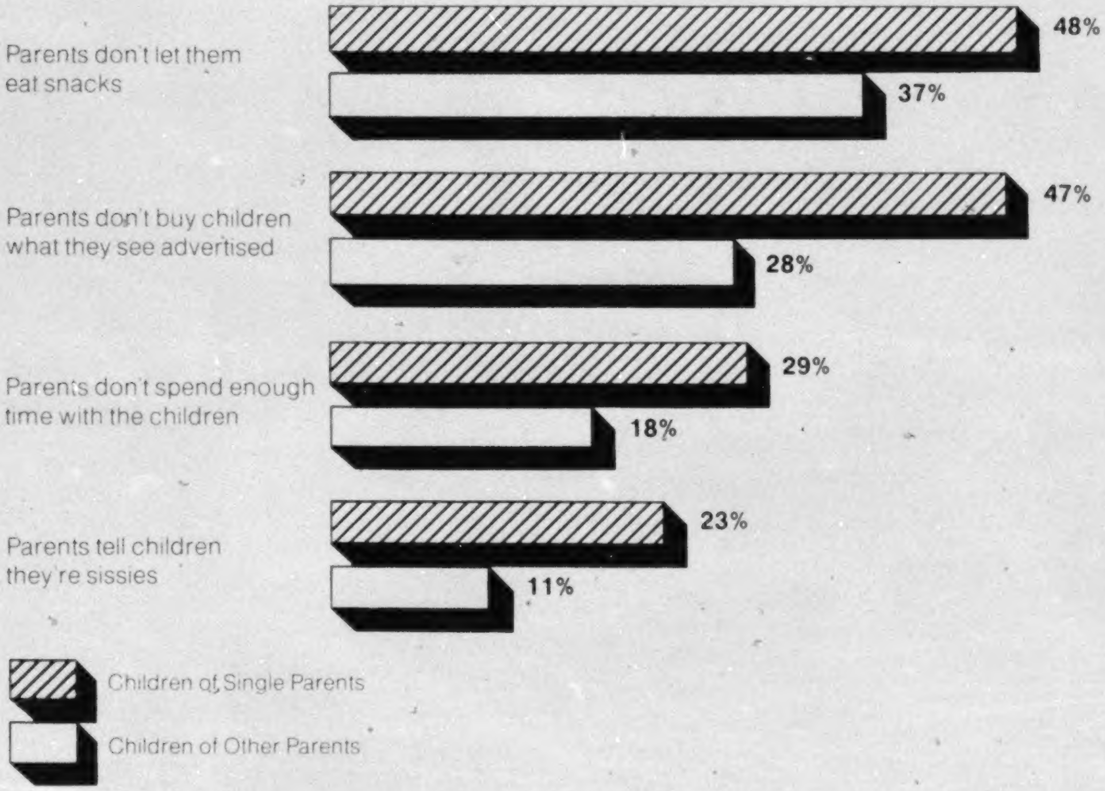
(Chart 64)



CHILDREN'S COMPLAINTS ABOUT THEIR PARENTS

Children of Single Parents

(Chart 65)



Study results point up certain major differences between the children of working and nonworking mothers. The children of working mothers are:

- More liberal in their attitudes and readier to agree that unhappy parents should not stay together for the sake of their children. These children are also less likely to view their parents as old-fashioned or to feel that it is the mother's job, not the father's, to cook and clean
- Slightly less likely to get along well with their friends or their fathers compared with other children
- More likely to have known children who are in trouble—i.e., have tried marijuana, have been in trouble with the police, have played hookey or have run away from home

CHILDREN'S VIEWS ON PARENTING

Children of Working Mothers

(Chart 66)

	Children of Working Mothers %	Children of Nonworking Mothers %
Parents' ideas are old-fashioned	36	47
Parents should separate if they are not happy	63	50
It's mother's job, not father's, to cook and clean	56	69

ACQUAINTANCE WITH CHILDREN IN TROUBLE

Children of Working Mothers

(Chart 67)

	Children of Working Mothers %	Children of Nonworking Mothers %
Know children who have:		
Played hookey	54	43
Been in trouble with police	43	33
Run away from home	26	18
Tried marijuana or other drugs	24	17

The children of upper income families are likely to reflect more liberal views on parenting than are the children of lower or middle income parents:

- They are more likely to feel it is all right for parents to vacation without their children
- They are less likely to say they will be stricter with their own children than their parents are with them
- They are less likely to feel the pressure of parental expectations in a wide variety of areas including school and sports

CHILDREN'S VIEWS ON PARENTING
Various Income Levels
(Chart 68)

	Parents' Income Under $12,000	Parents' Income $12,000-19,999	Parents' Income $20,000 and Over
	%	%	%
It's all right for parents to vacation without children	37	43	52
Will be stricter with own children than parents are with them	41	29	20
Parents' ideas are old-fashioned	45	43	29

CHILDREN'S VIEWS OF PARENTS' EXPECTATIONS OF THEM
Various Income Levels
(Chart 69)

	Parents' Income Under $12,000	Parents' Income $12,000-19,999	Parents' Income $20,000 and Over
	%	%	%
Very important they they;			
Do well in school	85	73	65
Set an example for other children	40	37	31
Be the best in the class	35	25	23
Be good at sports	28	21	21
Like music	25	13	14
Win at games	17	10	7

FUTURE DREAMS

Regardless of differences in backgrounds, American children share very similar views of what they want to be when they grow up. Entertainment stars, athletes, doctors, lawyers, teachers, firemen and policemen head the list of hoped-for careers. Among the girls, 23% say that they want to be mothers. Science, aviation and the clergy rank very low on the list of choices of either the boys or the girls—and only 2% aspire to the Presidency of the United States.